Your firm is invited to submit a proposal for professional consulting services to prepare a General Plan and General Plan Environmental Impact Report for the City of Watsonville. An overview of the project along with the desired scope of services and timeframe are provided below. A virtual consultant information meeting will be held on July 1 at 11:00 a.m. to answer questions about the project scope. Please submit seven (7) complete copies of your proposal and one (1) electronic, pdf version no later than 4:00 p.m. on Friday, July 29, 2022.
Overview of Watsonville

Planning Context
The City of Watsonville (City) is located in the Pajaro Valley, equidistant from the Cities of Monterey and Santa Cruz within Santa Cruz County. The City lies less than an hour from the City of San Jose and Silicon Valley. The City has and continues to be the economic, educational and cultural center of the Pajaro Valley, one of the most productive agricultural areas in the world.

The City has a historic central downtown core area that began development before the City was incorporated in 1868. The oldest building still standing in the downtown is the Mansion House, built in 1871. The downtown was built around the City Plaza, donated to the City by the heirs of Sebastian Rodriguez, the owner of the Mexican land grant for the Rancho Bolsa del Pajaro, a ranch that extended much further than the current 6-mile City limits.

Approximately 6 square miles in size, the City is bounded by the Pajaro River to the south and unincorporated Santa Cruz County to the east, north and west. The City’s jurisdictional boundaries are restricted by an urban growth boundary (Measure U) passed by the voters in 2002 as well as airport land use restrictions in the vicinity of the Watsonville Municipal Airport. Because of these limitations on growth, the City must provide additional housing and economic opportunities through higher density infill along the City’s major corridors, including the downtown.

In 2019, the City began work on a Downtown Watsonville Specific Plan (DWSP) in order to help revitalize the downtown by providing additional housing and economic opportunities. The DWSP will encourage compact development at higher densities and near transit to decrease automobile dependency and reduce traffic congestion and related greenhouse gas emissions. The DWSP also includes recommendations for making downtown more pedestrian and bicycle friendly, putting the emphasis on the circulation of pedestrians rather than the swift movement of vehicles. It is estimated that the DWSP will be finished in October 2022.
Measure U Urban Limit Line and Proposed Extension

An initiative to adopt an urban growth boundary for the City of Watsonville was approved by voters in 2002 (known as Measure U) to direct the phasing of development within the Urban Limit Line to promote continued economic development and efficient urban growth and protect farmland outside the City limits. The measure has a 20-25 year time horizon, with part of the growth boundary set to expire in November 2022. The measure identified several growth areas outside the City limits for both housing and economic development, and prohibits the City from annexing any other extraterritorial land without voter approval. For more information on the history of Measure U and an analysis of its impact, see the staff report dated March 8, 2022:


On June 18, 2021, a Notice of Intent to Circulate a Petition to amend the City’s Urban Limit Line and extend the restrictions in Measure U was submitted to the City. On March 8, 2022, the City Council adopted Resolution No. 49-22 (CM) to place the new measure, known as the Watsonville Planned Growth and Farmland Protection Initiative on the November 2022 ballot. If the measure passes, the City’s updated General Plan would necessitate accommodation of all future housing and economic development within current City limits and the identified growth areas in the Initiative through 2040. For more information on the initiative measure, see item 13.b on the March 8, 2022 Council agenda, which can found at the following web address:

https://www.cityofwatsonville.org/2123/City-Council-Agendas-Minutes

The General Plan Update will require the analysis of current and future housing and employment needs, and whether the land within the Urban Limit Line can accommodate future growth.
In 2003, the City of Watsonville undertook a comprehensive update of the “Watsonville 2005 General Plan and General Plan EIR.” On May 23, 2006, the City Council adopted an updated general plan—the Watsonville Vista 2030 General Plan—and certified the associated EIR (per Resolution Nos. 114-06 & 115-06 [CM]). Subsequently, a lawsuit was filed challenging the adoption of the General Plan and adequacy of the General Plan EIR, contending that the City violated both the State Aeronautics Act (SAA) and the California Environmental Quality Act (CEQA), and that the 2030 Plan was inconsistent with Measure U (Watsonville Pilots Association [WPA] et. al. vs. City of Watsonville et. al., Santa Cruz Co. Super. Ct. No. CV154571). In 2008, the Court found for the appellants and required the rescission of the 2030 Plan and EIR until they were revised to comply with the SAA and CEQA regarding aviation, traffic, and water supply. This ruling was appealed by the City of Watsonville, and the appeals court, in 2010, again found for the appellants. To comply with the court ruling, the City Council rescinded its approval of the 2030 Plan and EIR on May 11, 2010 (Resolution No. 79-10 [CM]).

In 2013, the City of Watsonville certified a revised EIR and Watsonville Vista 2030 General Plan (per Resolution Nos. 12-13, 13-13 & 63-13 [CM]). This Plan and EIR were again challenged by the WPA, with a lawsuit filed in 2013 (WPA et. al. vs. City of Watsonville et. al., Santa Cruz Co. Super. Ct. No. CV176416). The court again favored the appellants, and required the City to rescind the EIR and Watsonville Vista 2030 General Plan. The City was prohibited from implementing the 2030 Plan (or Resolutions 12-13, 13-13 and 63-13) unless and until the environmental review and 2030 Plan were revised to comply with the court’s ruling. As further described in the Statement of Decision, the court directed the City to modify the 2030 Plan to address the following:

1) Infill and population growth projections. During the 2011 revision to the 2030 Plan, the economy was in recession, and the Association of Monterey Bay Area Governments (AMBAG) issued revised population projections, which were lower than the projections from 2004. The City chose to average the difference between AMBAG’s 2004 and 2008 population projections, which the court found was an unsubstantiated formula without proper analysis. Further, the court found that a reduced infill potential was also conducted without a proper analysis supported by substantial evidence.

2) Mitigation measures for Highway 1 traffic were inadequate. The court found that the EIR for the 2030 Plan did not adequately provide for mitigations to address cumulative traffic impacts on Highway 1.
3) Alternatives analysis is flawed. Because the court rejected the formula used to project population growth, the court also rejected project alternatives that were based on the projections.

4) The General Plan violated the State Aeronautics Act. The court found that because there is no Airport Land Use Commission (ALUC), the City has no discretion with respect to the Airport Land Use Planning Handbook, and that after adoption of the General Plan, the City must submit the document to the Caltrans Division of Aeronautics. The court further found that the Watsonville Airport Master Plan is not the proper document for airport land use compatibility planning and that the City “violated PUC section 21670.1 by improperly placing the majority of the information regarding airport land use compatibility issues in the Public Hazards section (sic) rather than the Land Use and Community Development section (sic), thus failing to incorporate or refer to the policies contained in the Public Hazards section (sic).”

On October 14, 2014, the City Council adopted Resolution No. 137-14 (CM), rescinding Resolution Nos. 12-13, 13-13 and 65-13 (CM), thereby withdrawing certification of the EIR and adoption of the Watsonville Vista 2030 General Plan.

In 2016, the City hired Mead and Hunt to develop an Airport Land Use Plan for the City. Mead and Hunt prepared a draft Airport Land Use Plan which must be incorporated into the updated general plan.

Because we are now 16 years into the 2030 Plan planning horizon, the City is choosing to prepare an update to the general plan with a planning horizon to 2050, to provide for a longer-range vision, while incorporating many elements from the draft Watsonville Vista 2030 General Plan and DWSP, but including updated goals relating to density, land use, and transportation infrastructure, among many others. In addition, the General Plan Update must include all elements required by state law, including Environmental Justice per SB 1000. Please note that the City has prepared an Environmental Justice Existing Conditions Report (2021) for inclusion in the updated general plan.
1. PROJECT OVERVIEW

a. Project Objectives
The planning efforts for the City of Watsonville will be to prepare an update of the City’s draft Watsonville Vista 2030 General Plan, incorporating selective components of the 2030 Plan and DWSP, for the area within the boundaries of the City and the unincorporated areas within its Urban Limit Line and Sphere of Influence. The objectives for the General Plan Update will be accomplished through the planning process and include the following:

• Full engagement of residents, property owners, and other stakeholders Citywide and at the neighborhood level to envision and plan for their community in the future through an innovative public outreach strategy.

• Establish a land use and policy framework to guide future development in the City toward housing for all, transit supportive land uses, economic and environmental resiliency, and a jobs/housing balance.

• Preparation of a comprehensive environmental document for the general plan that will identify feasible measures to protect and improve environmental quality within the City, avoid or minimize potentially significant impacts to the environment, and facilitate and streamline environmental review of future projects within the City.

Additionally, the City’s goal for the General Plan Update created through this effort is to balance increasing the housing stock within existing neighborhoods the provides more housing choices (e.g., “missing middle housing) as well as fostering higher density housing along major corridors to accommodate future generations of residents.

The City is looking for a qualified consultant team that can revise the draft Watsonville Vista 2030 General Plan and EIR, and make specific modifications to the 2030 Plan to meet the City’s needs today and through the 2050 horizon. The General Plan Update must fully comply with current applicable state planning laws.

The City expects the consultant team to update the General Plan to include at minimum:

1. Addition of a new Airport Land Use Element to address the 2014 court order;

2. Update the Safety Element based on the Local Hazard Mitigation Plan adopted in 2021. The update shall include analysis and policies regarding fire and flood hazard management, emergency evacuation, climate adaptation, sea level rise, and capital improvement programs to improve the City’s resilience to natural and human-caused hazards;
3. Incorporate the 6th Cycle Housing Element into the 2050 General Plan, which will be prepared separately and adopted by December 2023;

4. Update the Circulation Element to include Complete Streets policies and consider shifting from Level of Service (LOS) to Vehicle Miles Traveled (VMT) in determining traffic impacts, assessing the existing circulation plan, including existing roadways and connections. Balance circulation of vehicles, transit, pedestrians, bicycles and other modes of personal transportation;

5. Include, as appropriate and relevant, information from the Environmental Justice Existing Conditions Report (2021) in a standalone element of the General Plan that identifies objectives and policies to reduce pollution exposure, improve air quality, promote public facilities, improve food access, advance access to housing, and increase physical activity in identified disadvantaged communities. Alternatively, consider addressing environmental justice issues in the Land Use, Circulation, Housing, and Safety Elements;

6. Update the Public Hazards Element to address fire hazard planning in compliance with SB 901 (Dodd, 2018) and AB 2911 (Friedman, 2018) using OPR’s Fire Hazard Planning Technical Advisory, CAL FIRE’s soon-to-be-updated fire hazard severity zones maps, and analysis in the City’s LHMP on the probability of wildfires;

7. Consider accessible design to ensure accessibility for people with disabilities, including transit facilities, parks, and other public areas, as well as Citywide paths of travel;

8. Climate Change/Greenhouse Gas Emissions. The City’s Climate Action and Adaptation Plan (CAAP) and associated Initial Study/Negative Declaration was adopted in October 2021. The CAAP and its policies must be integrated into the 2050 General Plan;

9. Market demand and economic opportunity analysis. An updated market demand an economic opportunity analysis is necessary to assess the supply and demand for employment and land development in the City. The analysis should also provide economic challenges facing Watsonville and the implications for the General Plan Update. Economic and Planning Systems (EPS) provided a high-level analysis of housing and economic supply for the City in March 2022, however the General Plan Update effort will require the analysis of trends, opportunities and market factors, as well as long-range employment forecasts and buildable land inventory inside the urban limit line related to residential, commercial, and industrial uses to accommodate projected employment growth. Focus should be given to balancing jobs and housing in Watsonville;

10. Update Zoning Code and Zoning Map to meet RHNA requirements for the Housing Element as well as to address needed changes identified as part of the General Plan Update. These changes may include increased densities and the provision of mixed-use zoning along the City’s major corridors, such as Freedom Boulevard and East Lake Avenue; and

11. Any additional updates to all chapters to reflect current goals and efforts that have been completed since the Watsonville Vista 2030 General Plan was rescinded (per Resolution No. 137-14 [CM]).
Since rescinding the Watsonville Vista 2030 General Plan, in 2014, the City has undertaken several amendments to the 2005 General Plan that must be incorporated into the 2050 General Plan. These include the following:

**General Plan Amendments to be Incorporated**

<table>
<thead>
<tr>
<th>Date</th>
<th>Resolution</th>
<th>Reso #</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/23/2010</td>
<td>Re-designate: APN 016-143-09 - 813 Freedom Blvd from Low Density Residential to General Commercial</td>
<td>27-10</td>
</tr>
<tr>
<td>11/8/2011</td>
<td>Re-designate: APN 017-141-005 &amp; 017-141-15 - 320 &amp; 332 E Beach St from Low Density Residential to Public/Quasi-Public</td>
<td>196-11</td>
</tr>
<tr>
<td>3/22/2016</td>
<td>Re-designate: APN 016-153-03 - 1 Western Dr from General Commercial to Central Commercial</td>
<td>32-16</td>
</tr>
<tr>
<td>4/2/2016</td>
<td>Re-designate: APN 018-302-03 - 1715 West Beach St from Industrial to General Commercial</td>
<td>58-16</td>
</tr>
<tr>
<td>7/5/2016</td>
<td>Re-designate: APN 015-371-01 - 221 Airport Blvd from Institutional to High Density Residential (note: the Resolution should have referenced the existing land use as “Public/Quasi-Public” instead of as “Institutional”)</td>
<td>129-16</td>
</tr>
<tr>
<td>8/28/2018</td>
<td>Re-designate: APN 018-372-14 - 511 Ohlone Pkwy from Industrial to High Density Residential</td>
<td>140-18</td>
</tr>
<tr>
<td>1/19/2021</td>
<td>Amending Chapter 12 (Public Safety) to incorporate by reference the 2020 Local Hazard Mitigation Plan (LHMP) and include an emergency evacuation route analysis in a new Appendix D</td>
<td>42-21</td>
</tr>
<tr>
<td>8/24/2021</td>
<td>Re-designate assessor’s parcel number 015-321-01 located at 547 airport boulevard, Watsonville, California from Industrial to High Density Residential</td>
<td>237-21</td>
</tr>
</tbody>
</table>
2. SCOPE OF WORK

The following Scope of Work reflects the sequence of tasks that the selected consultant team might undertake. The actual Scope of Work proposed by consultant teams may vary and be expanded or refined in coordination with the City, depending on the strategies chosen to address various issues.

a. Project Commencement
The consultant and City staff will meet to review and finalize the work scope and project schedule. The meeting will include a discussion of project goals, opportunities and constraints, provision of relevant background information and documents for the existing conditions analysis, arrangement of informational meetings with relevant City staff members, development of the community involvement program, and project management. Additionally, the Consultant Team will work with City staff to establish and document agreements about regular check-ins, communication with team members, and staff review periods. The Consultant Team may assume weekly or even more frequent meetings with City staff via virtual or in-person meetings.

Strategic Plan for Coordination of City Departments
The Consultant Team will lead the development of a Strategic Plan to guide preparation of the General Plan Update and lay out work programs and strategic partnerships for all City departments. This will be a plan to operationalize the internal City process, ensuring that all City actions are coordinated. It would outline departmental roles and establish measures for actions throughout the update process. It will set the stage for coordinating implementation across departments once the plan has been adopted.

Deliverables:
2a 1: Project commencement meeting with City staff
2a 2: Memorandum summarizing meeting
2a 3: Strategic Plan document outlining key staff members from all City departments to be engaged in the General Plan Update, and provision of an internal timeline for responsive review of relevant material to each department

b. Community Engagement Strategy
The community involvement strategy will be an integral part of the general plan process. The consultant should propose a plan for providing required opportunities for public participation throughout the update effort. Outreach methods should be customized and creative to maximize community participation, and will include innovative strategies to increase the number of people engaging in the process.
The consultant team will work directly with City staff to develop and implement the community engagement strategy. Input will be sought from residents, business proprietors, property owners, neighborhood groups, and community and faith-based organizations. Special effort shall be made to include minority, low-income, youth, renter, non-English speaking, and disabled persons.

A Community Advisory Committee and Technical Advisory Committee will be formed to participate at key junctures of the process. Collaboration with non-profits and faith-based groups will be important to reach community members as well.

Presentations to the Planning Commission and City Council will likely include at least 2 workshops before each body, as well as formal public hearings before each body for plan and EIR approval.

City staff will organize technical assistance to the consultant through periodic meetings with representatives of City departments. City staff will assist the consultant to ensure accuracy of information, interpret existing plans, define major new proposals by department such as Public Works and Utilities, Parks and Community Services, and others.

Community Advisory Committee
The Community Advisory Committee (CAC) will be made up of City residents, business owners and community leaders who know the area and the community well. CAC members should also include, but not limited to, representatives of the Santa Cruz County Farm Bureau, Pajaro Valley Chamber of Commerce, El Pajaro Community Development Corporation, Watsonville Wetlands Watch, and Watsonville Pilots Association. The purpose of the CAC is to help develop plan concepts and ensure that community sentiment is reflected in the plan. The committee will meet to discuss the future vision of the City. As part of the General Plan Update process, the committee will reflect and provide comments on the existing conditions report and to identify land use preferences; to review and provide comments regarding alternative land use and transportation alternatives; to review and provide comments on the preferred land use and transportation alternative; and to review and provide comments on the draft general plan.

Technical Advisory Committee
The Technical Advisory Committee (TAC) will be comprised of technical experts from City departments and partner agencies to provide feedback and ensure plan concepts can be achieved. TAC membership will be sought from all affected agencies, including but not limited to the following: County of Santa Cruz, Santa Cruz Metro, Santa Cruz County Regional Transportation Commission, Monterey Bay Air Pollution Control District, AMBAG, Pajaro Valley Unified School District, as well as City departments such as Police, Fire, Public Works, Library, Parks and Community Services, Finance and City Manager.
C. City Profile, Existing Conditions, Market Demand Analysis & Preferences

The Consultant Team and City staff will work together to collect, assemble and review all technical data and documents needed for the update process. Potential data to be collected includes, but is not limited to:

i. Assessment of the 2005 General Plan and Draft Watsonville Vista 2030 General Plans to determine consistency with state general plan requirements, and determine areas in which the Draft Watsonville Vista 2030 General Plan must be modified to comply with state law

ii. City of Watsonville GIS data layers (including but not limited to):

1. General Plan land use designations
2. Zoning Districts
3. Airport Safety Zones
4. Transportation (e.g., roads, transit stops, etc.)
5. Infrastructure (e.g., water, wastewater, stormwater, etc.)
6. Public facilities (e.g., parks, libraries, etc.)
   i. Parcel-level existing conditions, including information on vacancy and utilization obtained from both the County Assessor and one or more private data services and via ground-truthing (surveys)
   ii. Inventory of recent, current, and proposed construction/development activity in all sectors: residential, retail, office, industrial, others
   iii. Data collected in support of recent City Specific Plans, such as the DWSP
   iv. Transportation data, disaggregated by race and ethnicity where possible, including:
      1. Inventory of existing transportation services and facilities for all modes
      2. Existing and projected vehicle miles traveled for individual neighborhoods or district in the City
      3. Existing and project traffic volumes and congestion metrics
      4. Journey-to-work, journey-to-school and other travel patterns
      5. Mode choice
      6. Collision and traffic safety data
      7. Existing and planned bicycle, pedestrian and transit facilities
      8. Bus and transit ridership and trends
      9. Goods movement patterns
      10. Truck routes
      11. Truck parking / truck idling areas
   v. Economic development data, including:
      1. City revenue
      2. Employment by sector, disaggregated by race
      3. Commercial, Industrial and residential property values
   vi. Capital Improvement Program projects list
   vii. Previously identified housing sites
   viii. Parks and recreation data:
      1. Inventory of all existing parks and recreational spaces in Watsonville
      2. Tree Canopy cover (% by area) and other data from the Urban Forestry Management Plan
   ix. Hazards information from the Local Hazard Mitigation Plan (LHMP) and other sources, including data regarding:
      1. Wildfire hazards
      2. Seismic and geotechnical dangers
      3. Liquefaction areas
      4. Loma Prieta Fault Zone
      5. Landslides and earthquake-induced landslide hazard areas.
      6. Evacuation routes and plans
      7. Hazardous waste sites, toxics generators and brownfields
      8. Cortese List/EnviroStar Data
      9. Flood hazards
      10. Sea level rise hazards
      11. Natural gas main locations
      12. PG&E Public Safety Power Shutoff Areas
Historic resources data, including:

1. City’s most up-to-date historic resource inventory
2. Additional data on historic properties that may have been developed for recent development or planning projects, such as the DWSP’s Historic Resources Survey Report (2021)

Current and recent environmental data from EIRs and other sources, including:

1. Past noise modeling results
2. Road or airport noise contours

Information on special status species and habitats

1. California Natural Diversity Database species data
2. Sloughs, streams and other waterbodies
3. Aquifers and groundwater
4. Information cultural and archaeological resources

Please note that the City has adopted and/or prepared for adoption the following plans/elements:

• Downtown Watsonville Specific Plan (forthcoming)
• Manabe-Ow Business Park Specific Plan (2010)
• Environmental Justice Existing Conditions Report (2021)
• Ad-Hoc Committee on Policing and Social Equity Report (2021)
• Climate Action and Adaptation Plan (2021)
• Local Hazard Mitigation Plan (2021)
• Emergency Evacuation Route Analysis (2021)
• Trails and Bicycle Master Plan (2012)
• Complete Streets Plan for Downtown (2019)
• Complete Streets to Schools Plan (2020)
• Urban Greening Plan (2012)
• Urban Forestry Management Plan (forthcoming)
• Parks and Recreation Facilities Master Plan (2009)
• Parks and Recreation Strategic Plan (2020)
• Urban Water Management Plan (2020)
• Green Infrastructure Implementation Plan (2021)
• Historic Context Statement (2007)
• Watsonville Downtown Specific Plan Area Historic Resources Survey Report (2021)
Economic Development Analysis

The Consultant Team will work with staff to prepare an Economic Development Analysis that provides a basis to develop a common understanding of economic opportunities and challenges facing Watsonville and the implications for the General Plan Update. The Consultant Team will analyze local demographic characteristics, trends, and population growth projections; local industry characteristics, trends, and job projections; jobs/housing balance; retail supply/demand; the city’s economic niche within the regional economy; and discussion of anticipated drivers of economic growth in the coming years. Data regarding individuals and communities should be disaggregated by race and income where possible. The Consultant Team will compile additional data on local real estate market conditions and trends and synthesize the information to develop demand projections for residential and non-residential real estate through the General Plan time horizon.

Outreach Process/Survey/Exercises

Using a web-based public engagement tool, the Consultant Team will survey the community to understand community preferences regarding the plan area. What do residents like about their neighborhoods? What would they like to change? Use of preference surveys, photo simulations and development prototypes to help identify preferences should be employed. A meeting of the CAC should be conducted, along with a Community Meeting, and other techniques such as web flash surveys, as appropriate, to understand community interests and to receive feedback which will help in the development of three land use and circulation alternatives. Provided that the Covid pandemic has subsided and/or necessary safety precautions are taken, outreach shall be collected in person in community settings, such as at a booth in the Farmer’s Market or in the City Plaza. Study sessions with the City Council and Planning Commission, as well as any other appropriate City boards should also be utilized to receive feedback and understand the City’s elected and appointed officials’ preferences.

The first meetings of the CAC and TAC and the community, as well as the first outreach efforts at local events and community groups, will occur after completion of the existing conditions analysis. The purpose of the meetings will be to understand the community’s vision of the City and solicit input on opportunities, issues, and hopes for the area. The meetings will also provide input regarding community interests that will help in the development of land use and circulation alternatives. The consultant will lead all of these meetings.

The Consultant Team will outline the TAC’s role, present plan area existing conditions, and receive feedback from committee members regarding information presented.
Deliverables:

2c.1: City Profile (5 hard copies and PDF format)

2c.2: Existing Conditions Report, including Market Demand and Economic Opportunity Analysis (5 hard copies and PDF format)

2c.3: Existing Conditions Map (2 hard copies and PDF format)

2c.4: CAC Meeting 1 notice/agenda/meeting materials (in English & Spanish)

2c.5: CAC Meeting 1 facilitation (with Spanish translation services)

2c.6: CAC Meeting 1 summary (in English & Spanish)

2c.7: Community Meeting 1 notice/agenda/meeting materials (in English & Spanish)

2c.8: Community Meeting 1 facilitation (with Spanish translation services)

2c.9: Community Meeting 1 summary in English and Spanish

2c.10: TAC Meeting 1 notice/agenda/meeting materials (in English & Spanish)

2c.11: TAC Meeting 1 facilitation (with Spanish translation services)

2c.12: TAC Meeting 1 summary (in English & Spanish)

2c.13: Consultant/staff meetings with community groups, residents, business owners, etc. (with Spanish translation services)

2c.14: Pop-up events and attendance at local events, as necessary (with Spanish translation services)

2c.15: City Council study session (attendance/facilitation and meeting materials, as necessary)

2c.16: Planning Commission study session (attendance/facilitation and meeting materials, as necessary)

2c.17: Vision Zero Task Force, and/or other appropriate City boards study session (attendance/facilitation and meeting materials, as necessary)
d. Land Use and Circulation Alternatives

Following the initial meetings and outreach, the Consultant Team shall develop the land use and circulation alternatives. The scenarios should be developed to support housing development and economic vitality as well as to facilitate Citywide attainment of environmental justice goals. Alternatives should promote development of healthy, walkable neighborhoods and enhance opportunities for residents to easily access transportation, and public services and facilities. The alternatives should consider information prepared through the planning process and from outreach conducted as well as how the alternatives support the community vision.

Each alternative shall address:

- Achievement of a mix of housing units, meeting the State’s RHNA requirements, with proximity to daily services;

- Distribution and quantification of proposed new uses, including dwelling units by type and non-residential square footage by type and associated jobs;

- Land use and intensity of development along East Lake Avenue, East Beach Street, Riverside Drive and Freedom Boulevard corridors;

- Multi-model circulation;

- Evaluation and analysis of the existing VMT, information for the City to determine whether the potential General Plan Update land use and circulation changes will require modification in VMT information for the City;

- Attainment of environmental justice goals; and

- The specific General Plan Element items outlined in subsection ‘f’ of this Request for Proposal.
A traffic analysis shall be prepared for each alternative and compare how each addresses connectivity to services, schools, and transit. The analysis shall also include Vehicle Miles Traveled (VMT) analysis for each alternative for motor vehicles and an analysis of transit, bicycle and pedestrian modes. The findings of the study shall be summarized in a technical memorandum and utilized as appropriate in the alternatives report described below.

A report and maps describing and analyzing the alternatives will be prepared to quantify development potential in terms of housing units, non-residential floor area, population and employment. Project population and jobs for each alternative shall be included. The report and maps should be easy to understand and clearly differentiate between the alternatives.

Presentation of Land Use and Circulation Alternatives:

The consultant will present the alternatives to the TAC for review, feedback, and possible refinement prior to presentation at the CAC, Community meetings, at local events and gathering areas, and to the City Council, Planning Commission, and any other appropriate City boards. At these meetings, the consultant shall utilize fun and interactive techniques to understand participants’ preferences. This may result in a clear preference for one alternative or in a hybrid concept which combines components of each.

Deliverables:
2d.1: Large format display graphics illustrating the alternative land use and circulation plans with additional sketches, elevations, and street sections needed to convey each alternative (2 hard copies and PDF format)
2d.2: Land Use and Circulation Alternatives Report (5 hard copies and PDF format)
2d.3: Quantified development potential for each alternative
2d.4: Traffic and Circulation Study (5 hard copies and PDF format)
2d.5: TAC Meeting 2 notice/agenda/meeting materials (in English & Spanish)
2d.6: TAC Meeting 2 (with Spanish translation services)
2d.7: TAC Meeting 2 summary (in English and Spanish)
2d.8: CAC Meeting 2 notice/agenda/meeting materials (in English & Spanish)
2d.9: CAC Meeting 2 (with Spanish translation services)
2d.10: CAC Meeting 2 summary (in English and Spanish)
2d.11: Community Meeting 2 notice/agenda/meeting materials (in English & Spanish)
5d.12: Community Meeting 2 facilitation (with Spanish translation services)
2d.13: Community Meeting 2 summary (in English & Spanish)
2d.14: Consultant/staff meetings with community groups, residents, business owners, etc. (with Spanish translation services)
2d.15: Pop-up events and attendance at local events as necessary (with Spanish translation services)
2d.16: Joint City Council/Planning Commission study session (attendance/ facilitation and meeting materials, as necessary)
2d.17: Vision Zero Task Force, and/or other appropriate City boards study session
e. Preferred Alternative

Based on input received at the second CAC and Community Meetings, as well as input received from other methods of community outreach, the consultant, in consultation with City staff and the TAC, will develop a single preferred land use and circulation alternative which will serve as a basis for the draft General Plan Update.

Alternatives will also be evaluated for how they support the community Vision and Equity Framework, including but not limited to, the effects on:

- Environmental justice goals.
- Resilience in the face of increased flooding due to sea level rise and other hazards exacerbated by climate change.
- Availability of housing, particularly affordable housing.
- Distribution and quantification of jobs associated with proposed land uses, including jobs that provide an opportunity for prosperity for all.
- Access to safe, convenient and affordable multi-modal movement.
- Access to quality cultural and open spaces in the City.
- Access to clean air and clean spaces.

The preferred alternative will be presented to the TAC for review and feedback. Following the TAC meeting, the preferred alternative may be refined for presentation at CAC and Community Meeting 3, to the City Council, Planning Commission, any other appropriate City boards, and any other methods of outreach. The consultant shall present the preferred land use and circulation alternative at each of these meetings/gatherings. The community will be asked to respond to the preferred plan. Input received shall be used to refine the alternative and develop the draft General Plan Update.

Deliverables:

2e.1: Large format graphic illustrating preferred land use and circulation plan
   (2 hard copies and PDF format)

2e.2: Quantified development potential for preferred alternative

2e.3: TAC Meeting 3 notice/agenda/meeting materials (in English and Spanish)

2e.4: TAC Meeting 3 facilitation (with Spanish translation services)

2e.5: TAC Meeting 3 summary (in English & Spanish)

2e.6: CAC Meeting 3 notice/agenda/meeting materials (in English & Spanish)

2e.7: CAC Meeting 3 facilitation (with Spanish translation services)

2e.8: CAC Meeting 3 summary (in English & Spanish)

2e.9: Community Meeting 3 notice/agenda/meeting materials (in English and Spanish)

2e.10: Community Meeting 3 facilitation (with Spanish translation services)

2e.11: Community Meeting 3 summary (in English & Spanish)

2e.12: Consultant/staff meetings with community groups, residents, business owners, etc.
   (with Spanish translation materials)

2e.13: Pop-up events and attendance at local events as necessary (with Spanish translation services)

2e.14: Joint City Council/Planning Commission study session
   (attendance/ facilitation and meeting materials, as necessary)

2e.16: Vision Zero Task Force, and/or other appropriate City boards study session
   (attendance/facilitation and meeting materials, as necessary)
f. General Plan Update Document
The Consultant Team shall prepare a draft General Plan Update in compliance with State law. The General Plan will serve as the City’s long range, comprehensive land use, circulation, and implementation plan for guiding development within the plan boundary through 2050. The General Plan shall contain and address, at a minimum, the following components and specific issues identified by City staff, elected and appointed officials, as well as the community members who participate in Community Meetings and associated on-line survey:

   i. Description of the process to develop the plan and the role the public played in creating the General Plan.

2. Land Use and Housing.
   i. Description of land use designations, including number of units, square-footage of non-residential uses, mixed use, and employment generating land uses.
   ii. Include population and job projections.
   iii. Consider increased maximum densities in all multi-family residential land uses to address changing housing needs.
   iv. Consider allowing “missing middle housing” in areas designated for low density residential development.
   v. Address overcrowding and aging housing stock in previously up-zoned residential neighborhoods, particularly in older neighborhoods near downtown.
   vi. Address the City’s Growth and Conservation Element to determine whether future RHNA requirements as well as population and jobs can be accommodated by the Urban Limit Line (Measure U and the possible 20-year extension of the Urban Limit Line) through the General Plan horizon.
   vii. Provide a list of potential annexation sites if it is determined that the City’s current Urban Limit Line cannot accommodate future growth demands, and any necessary policy language, for future CEQA streamlining.
   viii. Consider equitable distribution of recreational facilities throughout the City.
   ix. Additional residential density and non-residential intensity and transit service along the City’s major corridors, including Freedom Boulevard, East Lake Avenue, East Beach Street, and Riverside Drive.

3. Transportation, Access and Connectivity.
   i. Description of Citywide multi-model circulation.
   ii. Comprehensively address the existing and proposed circulation patterns and connections, including identifying new streets, paths and connections.
   iii. Include policies regarding complete streets.
   iv. Address Vehicle Miles Traveled (VMT) through new goals and policies consistent with State requirements, including policies related to VMT reduction strategies.
   v. Address traffic and circulation impacts related to the increased development of Accessory Dwelling Units (ADUs) and “missing middle housing” in predominantly single-family neighborhoods.
vi. Address access to activity centers, major transit stops by walking, bicycling, driving, and transit as well as circulation for these modes throughout the City, with overall connectivity the goal.

vii. Accessible design for disabled and elderly persons should be a component of this section.

4. Public Services and Infrastructure.
   i. Include information about services and infrastructure needed to implement the General Plan, and considerations for how needed infrastructure improvements will be paid for.
   ii. Include specific policies regarding utilities, public safety, parks, educational facilities, libraries, and cultural facilities.
   iii. Provide goals and policies to specifically address safety and public services related to potential environmental disasters.
   iv. Address wireless telecommunications and electric vehicle (EV) charging stations as part of the goals and policies related to public infrastructure.

5. Climate Action & Adaptation Planning.
   i. Integrate goals and policies from the City’s Climate Action and Adaptation Plan (2021), addressing the latest in climate change strategies.

   i. Integrate the completed Environmental Justice Existing Conditions Report (2021) into the General Plan Update and integrate goals and policies throughout the General Plan that address reduction in pollution exposure, improve air quality, promote public facilities, improve food access, advance access to housing, and increase physical activity in the City’s State identified disadvantaged communities.

   ii. Address economic development in the areas of the City identified as disadvantaged and low-income.

7. Airport Land Use Element.
   i. Finalize the draft Airport Land Use Element and integrate into the General Plan, integrate the goals and policies throughout the General Plan to ensure that land uses and new development do not conflict with the normal operations of the Watsonville Municipal Airport.

8. Other Elements.
   i. Ensure that other elements of the existing Draft Watsonville Vista 2030 General Plan are incorporated and comprehensively updated as necessary, including Urban Design, Economic Development, Historic, Parks and Recreation, A Diverse Population, Environmental resource Management, and Hazards.
An administrative draft General Plan Update shall be prepared for review by City staff and the TAC. Comments received shall be incorporated into the public review draft General Plan Update. An administrative summary of the draft General Plan Update shall also be prepared in both English and Spanish.

The consultant shall conduct CAC and community meetings, and other methods of outreach, following preparation and release of the General Plan Update to present the plan and to receive public comment and input.

**Deliverables:**
2f.1: Administrative Draft General Plan Update (10 hard copies, Word and PDF format)
2f.2: Public Review Draft General Plan Update (50 hard copies, Word and PDF format)
2f.3: Public Review Draft Executive Summary of General Plan Update (in English & Spanish)
2f.4: CAC Meeting 4 notice/agenda/meeting materials (in English & Spanish)
2f.5: CAC Meeting 4 facilitation (with Spanish translation services)
2f.6: CAC Meeting 4 summary (in English & Spanish)
2f.7: Community Meeting 4 notice/agenda/meeting materials (in English and Spanish)
2f.8: Community Meeting 4 facilitation (with Spanish translation services)
2f.9: Community Meeting 4 summary (in English & Spanish)
2f.10. Consultant/staff meetings with community groups, residents, business owners, etc. (with Spanish translation materials)
2f.11: Pop-up events and attendance at local events as necessary (with Spanish translation services)
2f.13: Vision Zero Task Force, and/or other appropriate City boards study session (attendance/facilitation and meeting materials, as necessary)
2f.14: Planning Commission public hearing on Draft General Plan (attendance/facilitation and meeting materials, including staff report, as necessary)
g. General Plan Environmental Impact Report
The consultant team will prepare a Draft General Plan Update Program Environmental Impact Report to assess the environmental impacts of the Plan in compliance with the provisions of the California Environmental Quality Act (CEQA). To the extent possible, the City and consultant team should rely on draft EIR prepared for the draft Watsonville Vista 2030 General Plan.

Mitigation in the EIR should be developed to act as staff-level conditions of approval for future projects, in order to facilitate housing project streamlining. The Program EIR should be of sufficient detail to allow for subsequent development projects that are consistent with the General Plan as amendment to be approved without requiring further environmental review.

In addition, as part of the Draft EIR, or leading up to its preparation, the consultant team shall work with City staff to prepare for adoption of thresholds of significance that are supported by substantial evidence consistent with CEQA Guidelines Section 15064.7.

The EIR shall address the following CEQA Guidelines Appendix G areas:

- Aesthetics
- Agriculture / Forestry Resources
- Air Quality
- Biological Resources
- Cultural Resources
- Energy
- Geology / Soils
- Greenhouse Gas Emissions
- Hazards and Hazardous Materials
- Hydrology / Water Quality
- Land Use / Planning
- Mineral Resources
- Noise
- Population / Housing
- Public Services
- Recreation
- Transportation
- Tribal Cultural Resources
- Utilities / Service Systems
- Wildfire
The EIR shall include a range of reasonable alternatives that avoid or lessen any identified significant effects, including a “no project” alternative if the General Plan were not adopted, based on the existing 2005 General Plan. The EIR shall also include a discussion of growth inducing and cumulative impacts, and significant unavoidable impacts, if any. The consultant team will attend and facilitate an EIR scoping meeting and a public hearing on the Draft EIR at Planning Commission and City Council hearings. The consultant team shall prepare responses to comments received during the public review period and at the public hearing of the draft EIR.

The consultant team will work with City staff to develop an implementation matrix and monitoring program to implement the modifications identified in the update process, including identification of responsible parties, the projected cost, and the schedule and or priority for each action. The matrix should also include a monitoring plan to ensure general plan work program implementation.

The Consultant Team will attend and facilitate an EIR scoping meeting and a public hearing on the Draft EIR at the Planning Commission. The Consultant Team shall prepare responses to comments received during the public review period and at the public hearing on the Draft EIR. The Consultant Team shall coordinate the printing of the Final EIR.

**Deliverables:**

- 2g.1: Notice of Preparation/Scoping Meeting (in English & Spanish)
- 2g.2: Public scoping meeting for EIR preparation (with translation services)
- 5g.3: Administrative Draft EIR (10 hard copies, Word and PDF format)
- 2g.4: Draft EIR (35 copies, Word and PDF format)
- 2g.5: Attendance/facilitation and meeting materials, including staff report, for Planning Commission public hearing regarding Draft EIR
- 2h.6: Final EIR, including Draft EIR and Response to Comments (35 copies and PDF format)
- 2g.7: Administrative Draft Findings of Fact and Statement of Overriding Considerations, if necessary (2 hard copies, Word and PDF format)
- 2g8: Draft Findings of Fact and Statement of Overriding Considerations, if necessary (2 hard copies, Word and PDF format)
- 2g.7: Attendance/facilitation and meeting materials, including staff report, for Planning Commission public meeting regarding Final EIR
- 5g.8: Attendance/facilitation and meeting materials, including staff report, for City Council public meeting regarding Final EIR
h. Presentation and Adoption of Draft General Plan
The consultant, with staff participation, will present the draft General Plan Update at public meetings before the Vision Zero Task Force, and any other appropriate City boards or committees, and at public hearings before the Planning Commission (2) and City Council (2). Consultant shall make any final revisions to the General Plan based on changes adopted by the City Council. Consultant shall coordinate printing of the adopted General Plan.

Deliverables:
2h.2: Vision Zero Task Force, and/or other appropriate City boards study session (attendance/facilitation and meeting materials as necessary)
2h.3: Presentation and meeting materials, including staff report, of General Plan Update at up to two (2) Planning Commission public hearings
2h.4: Presentation and meeting materials, including staff report, of General Plan Update at up to two (2) City Council public hearings
2h.5: Adopted General Plan Update, 20 hard copies
2h.6: Adopted General Plan Update, electronic copy in Word and PDF format (graphics/maps shall be prepared in a graphics file)

i. Zoning Amendments
The project consultant and City staff will evaluate properties within the project boundaries to determine which sites need to be rezoned and/or pre-zoned for consistency with the General Plan. Existing zoning districts will be utilized unless other General Plan land uses are developed in the program that would require the creation of new zoning districts. All properties within the City, regardless of whether there is a proposed General Plan land use change or not, will be evaluated to ensure Zoning District consistency with the underlying General Plan land use designation.

The Consultant Team shall assist City staff in evaluating the Watsonville Zoning Code to determine if amendments will be necessary for consistency with the General Plan. If amendments are necessary, the Consultant Team, in consultation with City staff, will draft the proposed amendments.

Deliverables:
2i.1: List of properties, and associated maps, needing Zoning district amendments, and to what district they will be amended
2i.2: List of Zoning Code text amendments
2i.3: Draft amendments to all necessary chapters of the Zoning Code to comply with the 2050 General Plan.
3. ADDITIONAL AREAS OF CONCERN

This section describes several issues of concern to the City. It is offered so that the consultant can understand where the City thinks emphasis should be placed. This is not an exhaustive list.

Build Upon Existing Planning
Watsonville is nearing buildout within the existing City limits. This focused update should build upon and improve what has been done in the past and retain those portions of the Plan that need not be changed.

Need for Efficiency in Developing Background Information
The consultant should avoid producing lengthy background information to the fullest extent possible while maintaining compliance with State laws and the State’s General Plan guidelines. The consultant need not rewrite old City history. Instead, the consultant should focus on what has changed between 2012 and present – and what has been accomplished in the City in recent years, particularly in meeting objectives established by the City’s “Strategic Plan”.

User Friendly Document
The Watsonville Vista 2030 General Plan is a well-written and attractive document, which at the time of its initial development, was received positively by the City. However, the document must be revised to meet current population projections and densities required to accomplish quality infill development, as well as the items identified in the 2013 court ruling.

Mapping
The City has a well-developed GIS system currently in ArcGIS 10.7.1 format. A full-time staff GIS specialist supports the Community Development Department and other City departments. Among the current mapping resources are: complete parcel base map of the planning area and City; existing General Plan designations; zoning designations; sphere of influence; two-foot topographical contours, and various other resource layers. In addition, the City just acquired high resolution, ortho-photos of the entire planning area. All of these maps and data will be made available to the General Plan consultant.

It is the City’s intent that the consultant work with and through the City’s GIS system, rather than create something new and different, or otherwise unnecessarily incur mapping costs. The consultant will be expected to make revisions to maps, data, and plans as needed to support the update. This will likely be in the form of any recommended modifications to proposed land use designations within the existing developed portions of the community, land use proposals for the Measure U areas, and other similar work. All GIS mapping work performed or modified by the consultant must be done in a manner that fits with the City’s existing software systems and that can be provided to the City upon completion of the update problem-free and fully usable.

Data to City
Minutes of public hearings, records of public meetings, background and data reports, and all documents developed for public release, and all mapping will be required to be maintained in an organized, electronic and hard format and delivered to the City prior to project completion. The City desires to have full and convenient capability of plan reproduction or amendments as needed over time.
4. RESPONSE TO RFP

In order to evaluate all proposals fairly, please follow the following format:

a. Executive Summary
   i. A summary of the proposal shall be included which incorporates a clear description of the Consultant Team’s understanding and interest in the project and total cost of services presented in the proposal.
   ii. Statement of agreement to standard city consulting contract and insurance requirements

b. Project Understanding Approach

This section shall describe the Consultant Team’s understanding of the project and the approach to be used to complete the project effectively with input from City staff, the community, and property/business owners. Innovative ways to gather and effectively combine City staff, community, and business/property owners input will be a key component of the project approach. The Consultant Team’s team will be evaluated on your level of expertise and your background in the required disciplines.

It will be critical to demonstrate the Consultant Team’s understanding and illustrate with the Team’s past experience in how to successfully:

• Engage the property owners and business owners Citywide and at the neighborhood level to envision and plan for their community in the future through an innovative public outreach strategy

• Prepare a comprehensive General Plan Update

• Establish Citywide environmental justice policy that promotes community health & equity through land use planning, urban design, and provision of public services and infrastructure.

• Prepare a comprehensive environmental document for the General Plan Update that will identify feasible measures to protect and improve environmental quality within the City, avoid or minimize potentially significant impacts to the environment, and facilitate and streamline environmental review of future projects within the City.
c. Detailed Scope of Work
Expand upon the scope of work outline and the tasks and schedule included in the RFP. This section shall present a detailed consultant proposed scope of work, including:

i. The tasks involved and timeline for completion. Suggestions for an expedited timeline are encouraged.

ii. The personnel assigned to these tasks, with billable rates, including identifying tasks which City staff shall undertake. City staff shall act as part of the Consultant Team and will be best equipped to assist in notice preparation, meetings, and General Plan and Zoning amendments. The proposal shall detail these tasks and include hours and budget by task for City staff.

iii. The number of hours assigned per person per task.

iv. Total cost of all tasks proposed.

d. Relevant Example of Previous Work
Describe representative examples of your firm’s work on projects which are similar to the proposed Watsonville General Plan Update.

e. Project Team
Identification of the project team and a brief description of the qualifications of key personnel and their responsibilities shall be included.
5. Next Steps and Timeline

a. Consultant Information Meeting
The City will host a virtual meeting to answer questions and provide more information about the General Plan Update project in advance of the proposal deadline. The meeting time and Zoom link are listed below.

Meeting Date and Time: 11:00 a.m. Friday July 1
Google Meet Link: https://bit.ly/3xe6W2h

b. Schedule/Timeline
- Friday, June 10, 2022: Issuance of RFP
- Friday July 1, 2022: Pre-Proposal Meeting
- Friday, July 29, 2022: Deadline for Submissions
- Friday, August 5, 2022: Evaluation of Proposals and Notification of Finalists
- Week of August 22, 2022: Interview with Finalists
- September 2022: Confirmation of Consultant Team and Contract Negotiations
- September 27, 2022: City Council Consideration of Consultant Team
- October 3, 2022: Project Kick-Off

6. Selection Process
Following receipt of proposals, City staff will complete an initial review of all proposals and may make follow-up calls to consultants as needed to clarify the proposals and will rank the proposals. Upon invitation, the top three candidates will be interviewed.

Proposals will be evaluated based on writing ability, project comprehension, relevant qualifications, creativity, organization, meeting facilitations, and demonstrated expertise in land use, multi-modal circulation, urban design, CEQA compliance, federal and state airport land use regulations, CEQA compliance, and community engagement.