



Item No. 21 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: GEORGE RODERICKS, CITY MANAGER

DATE: JULY 20, 2022

**SUBJECT: AWARD OF PROFESSIONAL SERVICES AGREEMENT FOR -
INTERIM CONSULTING PLANNING SERVICES**

RECOMMENDATION

Award of a Professional Services Agreement for Interim Consulting Planning Services to M-Group; direct the City Attorney to prepare the Agreement; and authorize the City Manager to execute the Agreement on behalf of the Town.

BACKGROUND / ANALYSIS

Good City Planning has advised that they will be transitioning away from the provision of full planning services to the Town during FY 2022/23. This transition will be more immediate for current term planning services (i.e. counter services, Planning Commission, Code revisions, stormwater review, etc.) and will require interim services from another firm to close the gap. Good City Planning will continue in the short-term with planning services solely related to the Housing Element and will assist with the transition to a new service provider for all other services.

Staff conducted an informal Request for Proposal and received three responses. Staff recommends that the Council award a Professional Services Agreement for Interim Planning Services to M-Group. M-Group has extensive experience throughout the Bay Area and in several communities in San Mateo and Santa Clara County.

Staff recommends that the Professional Services Agreement be for approximately 12-18 months. Toward the end of that period, staff will evaluate the services provided and complete a formal Request for Proposal process. At the current time, planning services are in high-demand due to the ongoing 6th Cycle Housing Element. Staff does not anticipate that a multi-year agreement is in the best interest of the Town at the present time. It is anticipated that the Town will be better served with a shorter-term agreement and a rebid of those services in FY 2023/24.

POLICY FOCUS

The policy focus for this Staff Report is the provision of current planning services only and the decision to contract for interim versus multi-year.

FISCAL IMPACT

Apart from public inquiry assistance (in person, phone, email, & via zoom), the bulk of planning services are cost-reimbursed through permit fees. The Town's fee resolution will be adjusted as needed to accommodate any necessary adjustments as part of the Cost Accounting Model. However, in the short-term, the cost proposal from M-Group is largely consistent with existing costs for services and is based on permit activity.

GOAL ALIGNMENT

This Report and its contents are in alignment with the following Council Policy Goals:

- Goal A – Maintain Fiscal Responsibility
- Goal B – Preserve Small Town Character and Quality of Life
- Goal F – Be Forward-Thinking, Well-Managed, and Well-Planned

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the project is also disseminated via the Town's electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town's electronic News Flash publications. Subscribers include residents as well as stakeholders – to include, but be not limited to, media outlets, school districts, Menlo Park Fire District, service providers (water, power, and sewer), and regional elected officials.

COMMISSION/COMMITTEE FEEDBACK/REFERRAL

This item ___ has or X has not been before a Town Committee or Commission.

- ___ Audit/Finance Committee (meets every other month)
- ___ Bicycle/Pedestrian Committee (meets as needed)
- ___ PMC & Civic Center Advisory Committee (meets as needed)
- ___ Environmental Programs Committee (meets every other month)
- ___ Park and Recreation Committee (meets each month)
- ___ Planning Commission (meets each month)
- ___ Rail Committee (meets every other month)
- ___ Transportation Committee (meets every other month)

ATTACHMENTS

1. M-Group Atherton Staffing Proposal

M-GROUP PROPOSAL CONSULTING PLANNING SERVICES

PRESENTED TO
TOWN OF ATHERTON



m-group.us
a new design on urban planning

SUBMITTED BY M-GROUP

JUNE 28, 2022

**51 E. CAMPBELL AVENUE #1247
CAMPBELL, CA 95009**





FIRM PROFILE

M-Group exists to bring innovative and effective planning solutions to Bay Area cities. Since the creation of the firm in 2006, we have brought the full range of planning services to over 65 Bay Area communities.

We are committed to *a new design on urban planning*. This approach to planning takes many forms both in our work and in our relationships with our clients. This new design includes:

- Very clear communication
- An enthusiastic and fun approach to planning
- A commitment to continuous improvement
- Creating a sustainable future by balancing the needs of the natural and built environments
- Creating a long-lasting, employee-centered, client focused firm

M-Group planners have extensive experience working on complex and high-profile projects throughout the region. Our planning group brings together a broad range of planning expertise and substantial real-world experience to help cities plan for the future.

Our team of more than 45 planners is focused on delivering the following services:

- POLICY PLANNING
- URBAN DESIGN
- ENVIRONMENTAL REVIEW
- HISTORIC PRESERVATION
- COMMUNITY ENGAGEMENT
- STAFFING SOLUTIONS



● **CAMPBELL**
 408.340.5642
 51 E. Campbell Avenue
 #1247
 Campbell, CA 95008

● **SANTA ROSA**
 707.540.0723
 499 Humboldt St
 First Floor
 Santa Rosa, CA 95404

● **BERKELEY**
 510.473.3090
 2808 Adeline Street
 Unit 1
 Berkeley, CA 94703



M-GROUP *a new design on urban planning*

policy planning • urban design • environmental review • historic preservation • community engagement • staffing solutions

June 28, 2022

George Rodericks
Town Manager
Town of Atherton
80 Fair Oaks Lane
Atherton, CA 94027
(via email to: grodericks@ci.atherton.ca.us)

RE: Consulting Planning Services

Dear George Rodericks,

Thank you for the opportunity to submit M-Group’s qualifications and proposal to the Town of Atherton (Town) for consulting planning services. M-Group has the capacity, resources, and experience to provide the high-quality services the Town of Atherton seeks.

M-Group has a long history of providing outstanding planning services to bay area municipalities since 2006. Our mission is to create *a new design on urban planning* by working seamlessly with town staff, stakeholders, and decision makers to address community planning needs in a manner that is tailored to the uniqueness of the town. Timeliness, efficiency, best practices and excellent customer service are at the core of our approach to planning services.

M-Group is uniquely qualified to provide staffing assistance and a variety of skill and experience levels due to the expertise of our large staff and our in-depth knowledge of the peninsula. M-Group currently provides staffing solutions to several other San Mateo County cities including **Belmont, Burlingame, Half Moon Bay, Hillsborough, Menlo Park, Millbrae, Pacifica, Redwood City, San Bruno,** and **South San Francisco,** as well as nearby Santa Clara County cities of Los Altos and Palo Alto.

We have prepared the following proposal to demonstrate our qualifications and provide staffing solutions that will suit the Town’s planning and budget needs. If you have any questions or would like to discuss any aspect of our proposal please do not hesitate to contact us.

Sincerely,

GEOFF I. BRADLEY, AICP
Principal + President
gbradley@m-group.us
408.809.9507

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QUALIFICATIONS

M-Group staff bring together a range of accomplishments and a wealth of real-world experience gained from working for over 65 Bay Area planning departments. M-Group planners can get to work from day one helping cities plan for the future.

ABOUT M-GROUP

Our team of planning professionals provides the full range of planning services including Staffing Solutions, Urban Design, Policy Planning, Community Engagement, Environmental Review, and Historic Preservation.

STAFFING SOLUTIONS M-Group is able to provide both short and long term staff to assist with peak work-loads and fill temporary vacancies and interim positions.

URBAN DESIGN We employ advanced urban planning practices that emphasizes pedestrian- and transit-oriented development patterns and support the natural environment. We also ensure project objectives harmonize with the economic, social and cultural needs of the community.

POLICY PLANNING Our planners have hands-on experience crafting and implementing General Plans and Zoning Codes, and a range of targeted planning efforts that help guide communities in realizing their vision. We have experience leading projects and working collaboratively with transportation planners, engineers, and fiscal analysts to turn big picture ideas into real world solutions.

COMMUNITY ENGAGEMENT M-Group's high quality planning portfolio is largely due to our comprehensive approach to community engagement. We pride ourselves in creating innovative outreach strategies tailored to fit each of our clients' distinct needs. Whether your community is looking for a comprehensive community engagement strategy for a policy planning project, or simply seeks to create a stronger sense of community and gather input for future endeavors, M-Group has the tools and the experience to fulfill your expectations.

ENVIRONMENTAL REVIEW M-Group creates and manages environmental documents that are able to withstand scrutiny, address the unique conditions of each project, and make sense within the context of each jurisdiction. Our team has extensive experience

"We have found that M-Group has consistently provided quality work, professionalism, and responsiveness as well as very strong customer service. Additionally, they have been able to work within the City's considerable budget constraints."

—John Brown, Ret. City Manager
City of Petaluma

QUALIFICATIONS

working on environmental review projects of varying size, scope, and complexity throughout the San Francisco Bay Area, including routine development, maintenance and city infrastructure projects, large scale residential and commercial development, and comprehensive long range planning documents.

HISTORIC PRESERVATION The juxtaposition of the historic and the modern is what creates the unique and original sense of place in today's cities and towns. M-Group believes in championing this relationship and ensuring that our historic and cultural resources continue to play an integral role in our communities. Our preservation efforts encourage a visible continuity and distinct individuality central to a place's past and future.

Our team is able to provide both short- and long-term staff to assist with peak workloads and fill in for vacancies. Bay Area cities frequently hire M-Group to process projects ranging from small and simple to large and complex. Staffing solutions vary widely by city, but can include counter duty, processing minor development permits, managing large scale multi-family residential and commercial developments, completing special projects, performing research, writing staff reports, and preparing resolutions and ordinances.

M-Group strives to build strong relationships both within the cities we work with and within the communities they serve. With our background working in many different cities, we understand the universal importance of providing outstanding customer service, communication and collaboration with the city staff and applicants.

M-GROUP TEAM

Following team is selected to provide the Town of Atherton with a range of experience levels including Assistant, Associate, Senior, and Principal Planners to meet the Town's staffing and budget needs.

GEOFF I. BRADLEY, AICP | PRINCIPAL-IN-CHARGE



Geoff has 30 years of professional public and private experience working with a variety of architectural, planning, development firms and public agencies. Prior to the formation of M-Group, this included 10 years of public sector experience with Bay Area planning and redevelopment agencies. Geoff has worked with numerous jurisdictions throughout the Bay Area. His work includes long range policy planning focused on General Plans, Specific Plans, numerous Housing Elements, and Zoning Codes. Geoff is able to lead multi-faceted teams to complete complex planning projects including over a dozen Bay Area housing elements. Geoff's experience also includes downtown revitalization, major commercial, residential, mixed-use and transit-oriented projects.

QUALIFICATIONS

SUNG H. KWON, AICP | *PRINCIPAL PLANNER*



Sung has over 15 years of experience as City Planner. His expertise encompasses development review, environmental analysis, policy analysis, and data/fiscal analysis. Sung is a former Community Development Director and he has directed and managed a wide variety of complex projects throughout the Bay Area and other parts of California. In addition to his extensive development review experience, Sung has managed Housing Element Updates, prepared Environmental Impacts Reports and Community Plans with Market Analysis/Economic Development Plans. Sung is a creative thinker with a sensible and detail-oriented approach. He thrives on providing innovative, data driven solutions to complex planning issues.

RADHA HAYAGREEV | *SENIOR URBAN DESIGNER*



Radha is an accomplished project manager with over six years of local Bay Area planning experience and eight years working in architecture and urban design internationally. Her broad training and education give her a fresh and diverse perspective on challenging issues. With a sense of humor and optimism, Radha communicates effectively with people from a wide range of backgrounds. She is skilled in project management and meeting facilitation, with a strong ability to lead project teams including stakeholders, community members, professional consultants, and inter-agency staff. Radha has led design review entitlements for mixed-use projects and managed housing projects under the California SB35 law. Her architecture experience adds value to her planning projects and provides her with creative problem-solving skills.

MARY-ANN NIKTAS MATHEOU | *ASSOCIATE PLANNER*



Mary-Ann's professional background is in planning, environmental health, land use, sustainability, and program development. She takes a holistic approach to planning, considering the various factors that make up and impact a community. She is a highly organized planner with interests in current and policy planning. Mary-Ann is a clear and concise writer, has a keen eye for detail, is thorough in review of policy documents, has a creative flair when constructing presentations, and has honed her project management skills as Assistant Project Manager of the Stanford General Use Permit project with the County of Santa Clara.

DANIELLA GONZALEZ-ARELLANO | *ASSISTANT PLANNER*



Daniella Gonzalez-Arellano is an energetic planner looking to have a positive impact on the future of Bay Area communities. She is personable, delivers outstanding customer service, and is a focused and thorough researcher. She has in-depth experience with community engagement, having conducted numerous outreach projects for the purpose of research and data analysis. Daniella is concise in her written communication, and inspired by urban and

QUALIFICATIONS

environmental design. Daniella is skilled in the areas of geographic information systems, Adobe CC, and SketchUp.

CHRISTABEL SORIA MENDOZA | ASSISTANT PLANNER



Christabel is an energetic and motivated planner. As a recent graduate of Cal Poly San Luis Obispo's City and Regional Planning program, she is excited to put her education and intern experiences to good use. She is bilingual (Spanish/English) and has strong skills in GIS, community engagement, research and analysis, and strategy development. She has worked on planning projects involving infill development, comprehensive planning, visioning, downtown revitalization, transit-oriented development, streetscape and parks design, mixed-use development, large-scale master plans, and transportation planning. Her approach to planning is focused on cultural awareness and inclusion.

SUBCONSULTANT

ADVANCED LISTING SERVICES, INC. | RADIUS MAPS AND OWNERSHIP LISTINGS

Advanced Listing Services is a provider of tax assessor information, including property ownership and parcel maps for California and Arizona. They prepare Public Notice Packages, also known as Ownership Listing or Radius Maps as required by City and County Planning Departments. Their clients include private individuals, developers, architects, and various government agencies. Every order is fulfilled quickly, accurately and guaranteed to meet all necessary requirements.

RELEVANT EXPERIENCE

Following is a sampling of M-Group's experience in providing Staffing Solution Services to Bay Area cities. Our robust experience working with jurisdictions in the San Mateo County region, enables us to seamlessly integrate ourselves with Town staff and contribute to the success of Atherton from day one on the job.

QUALIFICATIONS

CITY OF PETALUMA | FULL DEPARTMENT STAFFING SOLUTION

The City of Petaluma experienced serious budgetary constraints in Fiscal Year 2008 – 2009 and abolished its Community Development Department. Several functions were cut back, public counter hours were restricted, and programs were curtailed. The City selected M-Group through an RFP process to provide all current planning services to the City of Petaluma. M-Group was selected based on our understanding of the City's needs, cost recovery strategy, experience, customer service orientation, and depth of staff available to support increases in Petaluma's workload.



For the past 13 years, M-Group has provided Petaluma with the full range of services required of an in-house Planning Division. M-Group restored full public counter coverage and transitioned the Division from an in-house to a contract model. M-Group established credibility with the community, the Planning Commission and the City Council, and improved public perceptions regarding customer service. M-Group took over projects previously managed by outside contractors, completing several significant projects for the City. M-Group was awarded an initial one-year contract in July 2009. The contract has since been extended multiple times by the City Council.

M-Group principal Heather Hines currently serves as Interim Community Development Director, with office hours several days per week. A full-time M-Group Planning Manager provides day-to-day management oversight. A staff of 15 full and part-time planners provide a full range of planning services.

CITY OF PALO ALTO | ON-CALL PLANNING AND ENVIRONMENTAL SUPPORT

Since 2014, M-Group has been in contract with the City of Palo Alto providing a variety of on-call planning services, environmental review and historic evaluations. M-Group provides the City of Palo Alto with supplemental planning staff ranging from Principal Planners to Assistant Planners. The M-Group team acts as an extension of staff and integrates seamlessly to provide these services.



- M-Group responds to public inquiries regarding the planning process and development regulations in a timely fashion. M-Group tackles problems with solution-oriented responses.
- M-Group acts as project managers for discretionary review of single-family design review, development review of multi-family, commercial, hospitality, office projects and city-sponsored projects. Recent past projects include comprehensive plan amendments, zoning amendments, architectural review, subdivision maps, variances, and conditional use permits. M-Group ensures the projects are consistent with adopted policies and regulations. M-Group prepares staff reports and presents at the Historic Resources Board, Architectural Review Board, Planning Commission and City Council.
- From time to time as part of project review, M-Group has managed Comprehensive Plan and zoning text and map updates.

QUALIFICATIONS

- M-Group reviews building permits for consistency with approved entitlements and conducts inspections ensuring compliance with approved building permits.
- M-Group staff have prepared informational graphic charts and diagrams to explain complex city processes.

Prior to 2014, the City of Palo Alto engaged M-Group to provide project management of the largest development in the City’s history, the Stanford University Medical Center Facilities Renewal and Replacement project.

CITY OF MENLO PARK | CURRENT PLANNING + DEVELOPMENT REVIEW

Since 2013 M-Group planners have conducted a full range of project management staffing services for the City of Menlo Park. M-Group has provided Planners working at all staffing levels to process projects from complex multifamily mixed-use and office development projects in the Bayfront to single family development.



Our Principal planners also work with environmental consultants to ensure the successful coordination of Environmental Impact Reports and CEQA reviews for their projects. Our planners have managed below market rate development agreements including community amenities. M-Group’s Assistant and Associate level staff have managed single-family residential development projects and commercial and conditional use permits as well as CEQA exemptions. M-Group staff are adept at preparing detailed and complete Staff Reports and Substantial Zoning Conformance Memorandums for the Planning and Housing Commissions. Our planners handle a range of responsibilities from project presentations and information graphics, to building permit plan checks. M-Group planners have also assisted clients at the permit center and responded to customer’s phone and email inquiries.

REFERENCES

PEGGY FLYNN | CITY MANAGER

City of Petaluma
707.778.4345 | pflynn@cityofpetaluma.org

M-Group has been providing full department staffing to the City of Petaluma since 2009

JODIE GERHARDT | MANAGER OF CURRENT PLANNING

City of Palo Alto
650.329.2575 | jodie.gerhardt@cityofpaloalto.org

M-Group has been providing On-Call Services to the City of Palo Alto since 2014.

DEANNA CHOW | ASSISTANT COMMUNITY DEVELOPMENT DIRECTOR

City of Menlo Park
(650) 330-6733 | dmchow@menlopark.org

M-Group has been providing On-Call Services to the City of Menlo Park since 2013.



SCOPE OF WORK

The following Scope of Work is based on the planning services needed by the Town of Atherton as provided by the Town Manager. M-Group looks forward to working with the Town to develop an efficient approach to administrative tasks such as public mailings, copying, Planning Commission packet distribution, meeting minute preparation, and website updates.

TASK 1 | TOWN PLANNER 6-10 HOURS PER WEEK

M-Group will provide a Principal Planner to serve as Town Planner overseeing staff and projects ensuring quality and timely work.

TASK 2 | PRINCIPAL/SENIOR PLANNER 20 - 28 HOURS PER WEEK

M-Group will provide Principal and/or Senior level planners for the following services:

- Staff and lead monthly Planning Commission meetings.
- Attend Town Council meetings 1-2 times per month as warranted.
- Prepare & present Planning Commission / Town Council staff reports.
- Implementation Planning tasks - Plan Checks & Development Applications: primary lead in all schools (private /public), historical preservation applications & inquiries, SB 9 applications and inquiries, Variances, Wireless Telecommunications Facility applications & inquiries, Lot Line Adjustments, Subdivisions.
- Long Range Planning tasks: Zoning and/or other Municipal Code Ordinance amendments, policy/programs related to any State mandates; any other special project as tasked by Planning Commission, Town Council, or Town Manager.
- CEQA Tasks - prepare any Town required CEQA documents (NOEs, IS/MNDs) and/or manage contracts with environmental consulting firms; provide comment on behalf of Town for any outside agency CEQA document.
- Provide Code Enforcement Assistance as warranted.
- Public inquiry assistance (in-person, phone, email, via zoom).
- Review and support Associate Planner efforts (any reports, approval documents, plan check letters, public counter assistance).

TASK 3 | ASSISTANT PLANNER 25 - 32 HOURS PER WEEK

M-Group will provide an Assistant Planner for the following services:

- Public inquiry assistance (in-person, phone, email, via zoom).
- Attend Planning Commission monthly meetings.
- Prepare & present Planning Commission staff reports.
- Implementation Planning tasks - Plan Checks & Development Applications: zoning clearance, Building plan checks, Planning Commission Heritage Tree Removals, Planning Commission Tree Protection Zone Exceptions, Special Structures Permit, Special Event Permits, Variances, on-site Planning final site inspections.
- Long Range Planning tasks - provide research assistance to Principal Planner on Zoning and/or Municipal Code Ordinance amendments, policy/programs related to any State mandates.
- Stormwater Related Tasks: October-April, provide monthly (or more) on-site stormwater inspections and required report preparation; attend various stormwater regional meetings (New Development Committee/NDC Public Information & Participation/PIP), Trash Committee, prepare annual Stormwater Report.
- Provide Code Enforcement Assistance as warranted.

TASK 4 | ADMINISTRATIVE SERVICES

M-Group will provide the following administrative services:

- Planning Commission Meeting Preparation - including Planning Commission Packet preparation, room reservation and preparation, and Zoom meeting coordination.
- Public Notice Mailings - M-Group will enlist the services of Advanced Listing Services, Inc. to create radius mailing lists, print public notices provided by planners, and mail the notices.

ESTIMATED BUDGET

Based on information from the Town Manager outlining the Town of Atherton's immediate planning needs, M-Group has prepared the following budgets to quantify a range of low and high hourly and cost expectations. M-Group's full three year rate sheet can be found on the following page.

LOW ESTIMATE	Rate	Hours/Week	Cost/Week	Cost/Month	Cost/Year
Principal in Charge*	\$250		\$ -	\$ -	\$ -
Principal Planner/ Town Planner	\$175	6	\$1,050	\$4,200	\$50,400
Senior Planner	\$155	20	\$3,100	\$12,400	\$148,800
Assistant Planner	\$100	25	\$2,500	\$10,000	\$120,000
Total		51	\$6,650	\$26,600	\$319,200

HIGH ESTIMATE	Rate	Hours/Week	Cost/Week	Cost/Month	Cost/Year
Principal in Charge*	\$250		\$ -	\$ -	\$ -
Principal Planner/ Town Planner	\$175	10	\$1,750	\$7,000	\$84,000
Senior Planner	\$155	28	\$4,340	\$17,360	\$208,320
Assistant Planner	\$100	32	\$3,200	\$12,800	\$153,600
Total		70	\$9,290	\$37,160	\$445,920

ADDITIONAL	Advanced Listing Services Cost Per Packet	Postage Per Envelope	M-Group Mgt Fee
Public Notice Mailings	\$195 per packet	\$2.10**	+10% of total cost

* Billing for special projects only

** Based on current USPS rate



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RATE SHEETS

M-Group's hourly billing rates are inclusive of personnel time, administrative overhead, incidental printing costs, attendance at meetings, and travel.

M-GROUP STAFF	HOURLY RATE		
	2022	2023	2024
Admin Analyst Planning Tech	\$85	\$85	\$90
Assistant Planner Assistant Urban Designer Social Media Coordinator	\$100	\$105	\$110
Associate Planner Associate Urban Designer GIS Services	\$130	\$135	\$140
Environmental Planner Historic Preservation Specialist Public Art Specialist	\$145	\$150	\$155
Senior Planner Senior Urban Designer Senior Environmental Planner Project Manager	\$155	\$160	\$165
Principal Planner Principal Environmental Planner Principal Policy Planner Director of Urban Design	\$175	\$180	\$190
Principal	\$220-\$270	\$220-\$270	\$230-\$280

Note:

Hourly rates are subject to annual adjustment.

Subconsultants include a 10% administration fee.

CEQA documents will be charged on a separate budget on a project-by-project basis, depending on the scope of work.



Advanced Listing Services Inc

Ownership Listings & Radius Maps

P.O. Box 2593 • Dana Point, CA • 92624

Office: (949) 361-3921 • Cell: (949) 310-6869

www.Advancedlisting.com denise@advancedlisting.com

June 23, 2022

M-Group
Geoff Bradley
1475 S. Bascom Avenue, Suite 210
Campbell, CA 95008

Dear Geoff:

Thank you for contacting Advanced Listing Services for your Ownership Listing/Radius Mapping needs. We specialize in preparing public noticing packets to fulfill City and County requirements throughout California.

As discussed, you are working with the Town of Atherton to find a company to prepare the monthly noticing packets. This includes preparing the radius map and pulling all the property owners from the latest tax assessor rolls. In addition, you are requesting the mailing of the notices. This includes reproducing the notice - one to two single-sided black and white sheets, printing the #10 business size envelope with the Town of Atherton return address, first class stamp, folding, stuffing, and sealing the envelopes with the e-mailed notice provided by the Town of Atherton. An affidavit of mailing will be provided.

Our standard fee for a single parcel 500' noticing packet starts at \$275.00. Our fee to prepare the monthly packets for the Town of Atherton is \$195.00 per packet plus \$2.10 per envelope for the mailing based on the current postage rate.

Thank you again for your consideration. Please let me know if you have any questions. If you wish to move forward we can discuss the specifics and timing, etc.

Sincerely,


Denise Kaspar

APPENDIX A

RESUMES

GEOFF I. BRADLEY, AICP | *PRINCIPAL*

SUNG H. KWON, AICP | *PRINCIPAL PLANNER*

RADHA HAYAGREEV | *SENIOR URBAN DESIGNER*

MARY-ANN NIKTAS MATHEOU | *ASSOCIATE PLANNER*

DANIELLA GONZALEZ-ARELLANO | *ASSISTANT PLANNER*

CHRISTABEL SORIA MENDOZA | *ASSISTANT PLANNER*



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GEOFF I. BRADLEY, AICP

PRINCIPAL + PRESIDENT

EXPERIENCE

M-Group

President + Principal
2006 – Present

Geoff has 30 years of professional public and private experience working for architecture, planning, development firms and public agencies. This includes 10 years of fast-paced public sector experience with Bay Area planning and redevelopment agencies and over 15 years of private sector experience. Geoff has worked closely with numerous cities throughout the Bay Area. His work includes General Plans, Housing Elements and Zoning Codes as well as downtown revitalization, major commercial, mixed-use and innovative transit-oriented projects. Geoff is a results-oriented planning professional with a strong design background in architecture, urban design and landscape architecture. He is highly motivated to work to improve our natural and man-made places with an ability to combine innovative ideas with pragmatic solutions.

EDUCATION

Master of Science in Architecture

California Polytechnic State
University, San Luis Obispo
San Luis Obispo, CA

Bachelor of Science in City & Regional Planning

California Polytechnic State
University, San Luis Obispo
San Luis Obispo, CA

Landscape Architecture & Urban Studies

University of Sheffield, U.K.

MEMBERSHIPS

American Planning Association

American Institute of Certified
Planners

SPUR

Silicon Valley Bicycle Coalition
Californians for Electoral Reform

AWARDS

Award for Comprehensive Plan: Mill
Valley General Plan (Housing
Element), APA California

AREAS OF EXPERTISE

Visioning/General Plan and Zoning Code Updates
Community Engagement/Consensus Building
Ordinance Preparation/Planning Department Management
Environmental Review
Development Review/Design Review
Site Planning & Urban Design/Design Guidelines
Entitlements for Complex Projects

POLICY PLANNING

GENERAL PLAN UPDATE | CITY OF SAUSALITO, CA

Currently in the final phase of a comprehensive update of the Sausalito General Plan. The General Plan Update involves a review of existing conditions, development of a refined vision for the City, and establishment of goals and guiding principles. M-Group is in the finale phase of the project which was community outreach intensive with robust citizen participation.

GENERAL PLAN 2030 | CITY OF BELVEDERE, CA

Led a team of consultants to provide Belvedere with a document that articulates the community vision and provides guidance for the future. Worked closely with City staff and decision makers to forge consensus on difficult issues. Developed creative strategies for successful infill and second units to provide new housing opportunities.

ENVISION DALY CITY 2030: A FRAMEWORK FOR THE FUTURE | CITY OF DALY CITY, CA

Led and supervised the effort to assist Daly City staff with the General Plan Update by conducting a well-attended and dynamic Visioning session. Oversaw the completion of a graphically oriented workbook that documented the vision and community prioritization process.

GEOFF I. BRADLEY, AICP

PRINCIPAL + PRESIDENT

Design a monument to Silicon Valley
Grand Prize Winner, San Jose
Mercury News

Logo Design Contest, Shop
Sunnyvale

National Talent Search Winner,
Pratt Institute of Design

LEADERSHIP

Cal Poly City & Regional Planning
Advisory Committee Founding
Member

Co-Director, APA Northern California
Membership 2013-2016
ULI UrbanPlan Volunteer
Sunday Friends Volunteer

PRESENTATIONS

2010 City of Vallejo Speaker Series
Reinventing City Government
Panel Member

2012 Planners Institute
Doing More with Less - Success
Stories, Panel Member

2015 Planners Institute
Planning Essentials 101
Panel Member

HOUSING ELEMENTS: 2015 – 2023 PLANNING PERIOD | *VARIOUS CITIES, CA*

Principal-in-charge of seven successful Housing Element updates for many of the same Cities as the previous cycle. Led a team of planners and sub-consultants and worked collaboratively with Cities to develop successful housing strategies to address a combined RHNA of nearly 3,000 housing units. Worked closely with HCD staff to ensure a smooth certification process.

Clients: City of Burlingame, City of Campbell, City of Mill Valley, City of San Rafael, City of Saratoga, City of Sausalito, and City of Sonoma.

HOUSING ELEMENTS: 2009 – 2014 PLANNING PERIOD | *VARIOUS CITIES, CA*

Principal-in-charge of numerous successful Housing Element updates. Led a team of planners and sub-consultants and worked collaboratively with City staff to develop innovative housing strategies to address a combined RHNA of over 2,500 housing units. Developed a solid working relationship with HCD staff that allowed for timely certification of all the Housing Elements undertaken.

Clients: City of Belvedere, City of Burlingame, City of Campbell, Town of Los Altos Hills, City of Mill Valley (APA Award Winner), City of Sausalito, and City of Sonoma.

ENVIRONMENTAL REVIEW

EIR FOR THE RIVERFRONT MIXED-USE PROJECT | *CITY OF PETALUMA, CA*

Principal-in-charge for the preparation of an EIR for the Riverfront project in Petaluma. The 39-acre tentative subdivision map and rezone included developing 237 residential units, 60,000 square feet of office, 30,000 square feet of retail, a 120-room hotel, and a 3.5-acre recreational park. M-Group staff coordinated with technical experts to establish baseline conditions and determine potential environmental impacts. A DEIR was prepared that identified project impacts and mitigation measures for Air Quality and Greenhouse Gases, Biological Resources, Cultural Resources, Hazards and Hazardous Materials, Hydrology and Water Quality, Geology and Soils, Noise, and Traffic. The FEIR was approved by the Petaluma City Council in July 2014.

EIR FOR THE 2020 GENERAL PLAN | *CITY OF CAMPBELL, CA*

Managed a successful comprehensive General Plan Update, including EIR and Housing Element for 1999-2006 planning period while Senior Planner for the City of Campbell. Coordinated several consultants and led a robust community outreach effort that resulted in widespread citizen involvement in the process.

IS/MNDS FOR HOUSING ELEMENTS: 2015 – 2023 PLANNING PERIOD | *VARIOUS CITIES, CA*

Principal-in-charge of seven successful Housing Element updates and all their respective IS/MNDS for many of the same Cities as the previous cycle. Led a team of planners and sub-consultants and worked collaboratively with Cities to develop successful housing strategies to address a combined RHNA of nearly 3,000 housing units. Worked closely with HCD staff to ensure a smooth certification process.

Clients: City of Burlingame, City of Campbell, City of Mill Valley, City of San Rafael, City of Saratoga, City of Sausalito, and City of Sonoma.



SUNG H. KWON, MCRP MBA AICP

PRINCIPAL PLANNER

EXPERIENCE

M-Group

Principal Planner
Oct 2020 – Present

Town of Tiburon

Community Development Director
Jan 2019 – Feb 2020
Planning Manager
Mar 2018 – Dec 2018

City of Saratoga

Senior Planner
May 2016 – Mar 2018

County of Tulare

Planner IV
Aug 2012 – Apr 2016

City of Oakland

Planner III
May 2006 – Mar 2008

City of Orinda

Assistant/Associate Planner
Mar 2003 – April 2006

RBF Consulting

Planner/Urban Designer
Sept 2000 – Feb 2003

EDUCATION

Master of Business Administration

Simon Graduate School of business,
University of Rochester
Rochester, NY

Master of City & Regional Planning

California Polytechnic State
University
San Luis Obispo, CA

Sung H. Kwon is a seasoned and well-rounded planning professional with over 15 years of experience. He has in-depth knowledge in the fields of Development Review, Environmental Review, Housing Policy, Land Use Planning, Urban Design, GIS, and Financial Analysis. Sung is a highly experienced project manager with strong skills in verbal and written communication, collaboration, community and stakeholder engagement, and consensus building. He values ingenuity balanced with sensibility and is motivated by the challenge of presenting innovative, data driven, forward thinking solutions.

AREAS OF EXPERTISE

Housing

Policy Planning

Development and Architectural Review

Environmental Review

Urban Design

Community Development/Outreach

Geographic Information Systems/Data Management

HIGHLIGHT OF POLICY PROJECTS

MENLO PARK HOUSING, SAFETY, & ENVIRONMENTAL JUSTICE ELEMENTS (6TH CYCLE) | CITY OF MENLO PARK, CALIF.

Project Manager for the preparation of the Housing, Safety, and Environmental Elements for the City of Menlo Park. Also managing subconsultants for the EIR, VMT Analysis, and Fiscal Analysis.

CAMPBELL HOUSING ELEMENT (6TH CYCLE) | CITY OF CAMPBELL, CALIF.

Project Manager for the preparation of the Housing Element for the City of Campbell.

CALISTOGA HOUSING ELEMENT (6TH CYCLE) | CITY OF CALISTOGA, CALIF.

Project Manager for the preparation of the Housing Element for the City of Calistoga.

HALF MOON BAY HOUSING ELEMENT SUPPORT (6TH CYCLE) | CITY OF HALF MOON BAY, CALIF.

Providing technical guidance to the Community Development Director on the 6th Cycle Housing Element Update requirements.

TULARE COUNTY HOUSING ELEMENT (5TH CYCLE) | COUNTY OF TULARE, CALIF.

Managed the preparation of the Housing Element for Tulare County, 5th cycle which involved directing the work of two staff members. The Housing Element was certified by HCD.

CALISTOGA INTERIM PLANNING & BUILDING DIRECTOR | CITY OF CALISTOGA, CALIF.

Prepared and Administered Planning & Building Director projects for the City of Calistoga. Project included the following: a road vacation, zoning determinations, Grant Funding

SUNG H. KWON, MCRP MBA AICP**PRINCIPAL PLANNER****Bachelor of Arts – Architecture**

University of California, Berkeley
Berkeley, CA

MEMBERSHIPS

American Planning Association
American Institute of Certified
Planners

SERVICE AND LEADERSHIP**Director of Administration & Finance**

Central Section, California Chapter,
American Planning Association
2013 – 2016

Secretary/Treasurer

Urban Design & Preservation
Division, American Planning
Association 2002 – 2006

AWARDS**Innovative Use of Technology
Award: Mission Bay Mitigation
Monitoring Website**

American Planning Association,
California Chapter (2001)

**Outstanding Public Involvement/
Education Program: Mission Bay
Mitigation Monitoring Website**

California Association of
Environmental Professionals (2001)

**Award of Merit: City of Orinda
Planning Department Website**

American Planning Association,
Northern California Section (2004)

support, VMT analysis, Resort/Spa Expansion, and various code enforcement cases. Transitioning to an advisory role for new Director.

CITY OF LOS ALTOS | CITY OF LOS ALTOS, CALIF.

Managing consulting staff for various current planning projects in the City of Los Altos.

CITY OF MILLBRAE | CITY OF MILLBRAE, CALIF.

Managing consulting staff for various current planning projects in the City of Millbrae.

HIGHLIGHT OF ENVIRONMENTAL PROJECTS**SAUSALITO GENERAL PLAN EIR | CITY OF SAUSALITO, CALIF.**

Provided high level environmental expertise. Assisted with response to comments.

IS/MND FOR TIMBER STREET SENIOR HOUSING PROJECT | CITY OF NEWARK, CALIF.

Managed the preparation of an Initial Study/MND for a 79-unit senior housing project. This project also includes a zone change, general plan amendment, and density bonus.

**ST. VINCENT'S REDEVELOPMENT PLAN EIR & LAND USE ALTERNATIVE
DESIGNS SILVERIA PROPERTY | CITY OF SAN RAFAEL, CALIF.**

Prepared site & environmental analysis, land use analysis, and design concepts for this large development proposal in San Rafael, CA. This proposal included 766 housing units, 124,000 square feet of commercial space, 5.1 acres of mixed-use development, and a new 80,000 square foot campus for the St. Vincent's School for Boys, and recreational and open space. This project included annexation, pre-zoning for a portion of the property and General Plan Amendment that was to be consistent with the goals and objectives of the St. Vincent's/Silvia Advisory Task Force Recommendations.

**SAND CREEK SHOPPING CENTER INITIAL STUDY/MITIGATED NEGATIVE
DECLARATION | CITY OF BRENTWOOD, CALIF.**

Managed the preparation of an Initial study for the new Sand Creek Shopping Center located in the City of Brentwood in East Contra Costa County. An Initial Study was prepared for this project sites to assist in the preparation of a Mitigated Negative Declaration. The Sand Creek Shopping Center project would result in the development of an approximately 23 acres site zoned for commercial use. The preliminary site plan included areas for five anchors, two mini anchors and several small retail spaces. Critical environmental issues assessed included traffic, hazardous waste, water availability, noise, and public services.

SOUTH COUNTY DETENTION FACILITY EIR | COUNTY OF TULARE, CALIF.

Principal author for the \$60M County Detention Facility Environmental Impact Report. The proposed project consisted of 250 double occupancy cells (500 beds) and 14 special use beds for a total of 514 beds, intake area, infirmary, laundry services, storage space, work and break areas, standby generator(s), recreation area, contact/non-contact visiting area, video visiting space, off-street employee and visitor parking, and exterior lighting.



RADHA HAYAGREEV

SENIOR URBAN DESIGNER

EXPERIENCE

M-Group

Senior Urban Designer
Nov 2021 – Present

City of East Palo Alto

Associate Planner
Nov 2019 – Oct 2021

Assistant Planner

Nov 2018 – Nov 2019

City of Milpitas

Land Development Liaison
Oct 2017 – Oct 2018

San Francisco Public Works

Better Market Street
Program Assistant
Jun 2015 – Mar 2017
(full-time internship)

Praxis Inc.

Design Manager/Associate
2011 – 2012
Bangalore, India

CMSM Design Workshop

Project Architect
2007 – 2011
Bangalore, India

EDUCATION

Master of Urban and Regional Planning

Valedictorian
San Jose State University
San Jose, Calif.

Diploma in Urban Studies

Bauhaus-Kolleg XII
Dessau, Germany

Radha is an accomplished project manager with over six years of local Bay Area planning experience and eight years working in architecture and urban design internationally. Her broad training and education give her a fresh and diverse perspective on challenging issues. With a sense of humor and optimism, Radha communicates effectively with people from a wide range of backgrounds. She is skilled in project and meeting facilitation, with a strong ability to lead project teams including stakeholders, community members, professional consultants, and inter-agency staff.

AREAS OF EXPERTISE

Project Management
Policy Planning
Economic Development
Design Standards & Review

Land Use Entitlement
Research and Analysis
Urban Design

STREAMLINED REVIEW FOR CA HOUSING PROJECTS

SB35 PROGRAM DEVELOPMENT | CITY OF EAST PALO ALTO

Prepared a checklist, process flow, and SOP for the requirements of the SB35 housing law. Created and managed a web portal to schedule and track streamlined review progress. Prepared a list of edits for objective design standards as a zoning code update which will improve the SB35 streamline program. Program managed this new review process with division heads and City Attorney.

WEEKS STREET TOWNHOMES, 1804 BAY ROAD MIXED USE PROJECT |

SB35 CONFORMANCE | CITY OF EAST PALO ALTO

Managed the objective design review of a mixed-use project with 75 residential units and retail on the ground floor in the Ravenswood Specific Plan Area. Prepared detailed datasheet for completeness and conformance. Coordinated with NAHC for tribal consultation and clearances. Prepared detailed redlined comments for the objective standards and met all the 60, 90, and 120 day deadlines for comment cycle. Successfully conformed the projects using SB35 checklists and guidelines.

ADU / JADU STREAMLINING PROGRAM | CITY OF EAST PALO ALTO

Created and managed a web portal for the ADU program. Performed Zoning clearance and Flood Zone review and led the processing and protocols for the citywide ADU / JADU requirements in accordance with State law. Prepared and monitored deed restriction documents for JADU's.

DESIGN REVIEW FOR LAND USE ENTITLEMENTS

210 ADRIAN ROAD | CITY OF MILLBRAE

Project management and design review for a 102 ft tall, 263,000 sq. ft. life sciences building proposal in the Millbrae Station Area Specific Plan area. Coordinated design review, comments and conditions of approval. Prepared public noticing, staff report analysis, resolution and conditions of approval documents. Coordinated CEQA review comments on the environmental documents. Managed applicant's teams to meet City requirements for a fast-tracked project review.

RADHA HAYAGREEV

SENIOR URBAN DESIGNER

Bachelor of Architecture

Rashtriya Vidhyalaya College of Engineering
Bangalore, India

PROFESSIONAL AFFILIATIONS

LEED Green Associate
American Planning Association

AWARDS & RECOGNITIONS

2020 Speaker for APATX Austin, TX
2019 Speaker at National American Planning Association Conference in San Francisco
2017 Nor Cal APA Academic Award of Excellence, East Santa Clara Urban Village Project
2015 Valedictorian, San Jose State, Masters of Urban Planning
2013 Best Model, Architecture for Humanity - Football for Hope
2012 Design for Asia Grand Award, Hong Kong for RAAS, Jodhpur, India
2011 Best Holiday Category Winner, World Architecture Festival, Barcelona, Spain
2010 Best Hotel South Asia - Serviced Apartment Category, Mercure Homestead, India

4350 EL CAMINO REAL, 330 DISTEL CIRCLE | CITY OF LOS ALTOS

Managed the design review entitlement for the city's housing projects. Performed entitlement review and managed project progress. Wrote and coordinated staff report and detailed findings in coordination with City Attorney's Office and Executive team. Facilitated inter-division advisory meetings, managing comments and reviews from consultants, stakeholders and applicant responses in a timely manner. Managed pre-application process and formal application through SB330 review. Prepared public hearing material, staff report, resolution, notices and findings for policies and both project approval and denial. Performed detailed analysis for Density Bonus review of the project. Managed CEQA compliance review.

CLARUM UNIVERSITY CORNER | CITY OF EAST PALO ALTO

Managed the design review entitlement for a 46,000 sq. ft., 33-unit mixed-use development project. Prepared detailed comments for design review submissions. Coordinated and managed schedules of the design review committee, collecting comments and conditions of approval from various divisions and stakeholders. Facilitated and managed two community meetings to solicit feedback and input for proposed project design. Prepared detailed staff report for the design review analysis for General Plan and Zoning Code conformance. Prepared CEQA Class-32 infill exemption notice for certification. Prepared and presented the project to the Planning Commission and City Council for design review entitlement approval.

URBAN DESIGN AND ARCHITECTURE

BETTER MARKET STREET PROGRAM ASSISTANT | SAN FRANCISCO PUBLIC WORKS

Coordinated environmental review, planning and design reviews for the Better Market Street project. Assisted in contract change orders and tracking of consultant time in conformance with agreement details for the \$300M project cycle for Better Market Street and other streetscape projects. Led mapping, design, and document efforts to collect data on complex streetscape projects.

CITY, INC. EXHIBITION DESIGN URBAN STUDIES RESEARCHER | BAUHAUS KOLLEG - XII

Curated, produced, and executed the future city inc. and East Tilbury Bata Man and Woman visual and exhibits to showcase urban research in Company Towns at the Bauhaus Dessau. As part of the marketing team, assisted with production of the promotional material and videos for the exhibition. Produced and coordinated several research surveys, in-person interviews and edited key topics for curative purposes.

RAAS JODHPUR, PROJECT ARCHITECT THE LOTUS PRAXIS INITIATIVE | PRAXIS INC.

Produced concept to construction drawings for the boutique hotel project. Led site sustainability goals and managed several design teams including architects, consultants, contractors, and vendors during project development, execution, and completion. Managed every stage of architectural design projects from concept design to post-handover. Excelled in working within interdisciplinary teams with global clients. Conducted market research, and site selection. Contributed to the success of a global award-winning interior architecture project for the best holiday category at the World Architecture Festival.



MARY-ANN NIKTAS MATHEOU

ASSOCIATE PLANNER

EXPERIENCE

M-Group

Associate Planner
Sep 2019 – Present

Assistant Planner
Sep 2018 – Sep 2019

City of Campbell

Planning Intern
2018

Santa Clara University

Sustainability Program Intern
2017

Mary-Ann has a solid background in planning, environmental health, land use, sustainability, and program development. She has worked with both municipal and county planning jurisdictions and excels in community outreach. She is a highly organized planner with interests in development review and policy planning. Mary-Ann is a clear and concise writer, well versed in staff reports, and very thorough in reviewing policy documents. Her interdisciplinary background allows her to approach projects through multiple lenses, paying attention to project details as well as big-picture goals.

AREAS OF EXPERTISE

- **Development Review**
- **Design Review**
- **Project Management**
- **Policy Research and Analysis**

PROFESSIONAL EXPERIENCE

EDUCATION

Master of Public Health, Environmental Health Sciences

University of California, Berkeley
Berkeley, CA

Bachelor of Arts, Urban Studies/Planning

University of California, Berkeley
Berkeley, CA

ASSOCIATE PLANNER | M-GROUP/COUNTY OF SANTA CLARA, CA

Deputy Project Manager for the Stanford University Community Plan Update project. Manage day-to-day and long-term project tasks. Coordinate project schedule and community outreach strategy. Consider and implement online and remote methods of communication and community outreach due to COVID-19 health orders. Communicate with County planners, attorneys, and executives, as well as subconsultants. Prepare Planning Commission and Board of Supervisors staff reports, notices, and presentations. Draft, review, and edit Community Plan goals, policies, programs, and background information.

Support project management efforts of the Sargent Quarry Project, including communications with the project applicant, meeting coordination, and project schedule. Communicate with County planners, attorneys, executives, and subconsultants. Assist in the EIR process and organize project inquiries and public comments. Review project plans, EIR project description, reclamation plan, and chapters.

PUBLICATIONS

Journal of Transport & Health

"Impact of Information about Health and Academic Benefits on Parent Perception of the Feasibility of Active Transportation to School" (co-author)

Development Review of a Senate Bill 35 (SB 35) project in the City of Alameda. Evaluate site plans and outline how the development project supports the goals and objectives of SB 35.

Deputy Project Manager for the Stanford University General Use Permit. Manage day-to-day and long-term project tasks. Consider County staff deadlines and review periods in preparing deliverables. Prepare Planning Commission and Board of Supervisors staff reports, notices, and presentations. Organize public outreach and comments. Review, edit, and develop policies and conditions of approval for the Stanford Community Plan and General Use Permit Conditions of Approval.

MARY-ANN NIKTAS MATHEOU

ASSOCIATE PLANNER

ASSISTANT PLANNER | *M-GROUP/CITY OF OAKLAND, CA*

Revenue Forecasting. Reviewed multiple Oakland Specific Plans to determine area capacity and goals in the short-term and long-term. Developed a spreadsheet outlining Oakland pipeline projects and projections considering residential, commercial, industrial, warehouse, hotel, and institutional uses.

ASSISTANT PLANNER | *M-GROUP/CITY OF SAN MATEO, CA*

Nonconforming Use Amendments. Conducted site visits to determine status of properties in relation to legal nonconforming uses. Collected data to be used for amendments to the City Zoning Code regarding nonconforming uses.

PLANNING INTERN | *CITY OF CAMPBELL, CA*

Reviewed, organized, prioritized, and input data on Conditional Use Permits from the past 40 years. Incorporated data from multiple databases to create a resource for planning staff.

SUSTAINABILITY PROGRAM INTERN | *SANTA CLARA UNIVERSITY, SANTA CLARA, CA*

Utilized sustainability practices and research to develop and implement programs at Santa Clara University, creating a more sustainable culture on campus. Coordinated with various departments to pilot Zero Waste Zone project which was successful in diverting over 1,837 lbs. of materials from landfills. Developed outlines for 10 monthly Sustainability Guides updates with content relating to monthly SCU sustainability themes and/or events. Established curriculum for Sustainability Guides program, creating training, FAQs form, activity questions. Aligned monthly SCU sustainability themes with Global Development Goals and developed SCU Sustainability Liaisons resource toolkit. Developed GreenSpace program with training, technical manual, rating system, Qualtrics survey, and resources.



DANIELLA GONZALEZ-ARELLANO

ASSISTANT PLANNER

EXPERIENCE

M-Group

Assistant Planner
Oct 2021 – Present

Planning Technician
Oct 2019 – Oct 2021

City of Gilroy

Planning Intern
Sep 2013 – Feb 2014
Gilroy, CA

Daniella is a personable and energetic planner. She delivers outstanding customer service, is thorough with application reviews, and is a focused researcher. She has in-depth experience with community engagement and fieldwork, having conducted numerous outreach projects for research and data analysis. She is concise in her written communication. She is inspired by urban and environmental design and has a particular interest in walkability, sustainability, and full access planning methods. Daniella is skilled in the areas of geographic information systems, Adobe CC, and SketchUp.

AREAS OF EXPERTISE

Geographic Information Systems
Research + Analysis
Sustainable Planning Strategy
Application Review
Plan Review

EDUCATION

Master of Arts in Urban Planning

San Jose State University
San Jose, CA

Bachelor of Arts in Urban Studies and Planning

San Francisco State University
San Francisco, CA

PROFESSIONAL EXPERIENCE

ASSISTANT PLANNER | M-GROUP

Evaluate and review development plans for conformance with codes, plans and regulations. Interpret zoning ordinance, development standards, city plans and policies regarding development for public inquiry generated by the public, (email, file, research to answer public inquiries). Review planning division permits to include Use and Occupancy Permits, sign and Temporary Use Permits, Conditional Use Permits, and Building permits for residential and commercial areas. Establish, and maintain appropriate files and prepare correspondence as it pertains to inquiries. Applying City and State laws when reviewing Accessory Dwelling Units.

PLANNING TECHNICIAN | CITY OF SCOTTS VALLEY/M-GROUP - CAMPBELL, CA

Review development plans for compliance with building policies, and specifications. Assist in issuing and processing building permits for approved plans. Records permit information into permitting software and database and maintains electronic and hard file property information. Processes payment requests for department-related fees. processes planning division permit to include temporary sign and use permits, receives applications and fees. Scans documents for storage in electronic database. Establish and maintain appropriate files and prepare correspondence as it pertains to inquiries. Provide public information to callers and visitors related to planning and building. Attend staff meetings and maintain positive work relationships with co-workers, other city employees, and the public. Perform other related duties as assigned.

PLANNING TECHNICIAN | CITY OF SARATOGA/M-GROUP - CAMPBELL, CA

Evaluate and review development plans for compliance with policies, and specifications. Assist in conducting analytical research investigations as assigned, regarding planning related issues. Interpret zoning ordinance, development

AFFILIATIONS

American Planning Association

DANIELLA GONZALEZ-ARELLANO

ASSISTANT PLANNER

standards, city plans and policies regarding development for public inquiry generated by the public, (email, file, research to answer public inquiries). Establish and maintain appropriate files and prepare correspondence as it pertains to inquiries. Provide public information to callers and visitors related to planning. Attend staff meetings and maintain positive work relationships with co-workers, other city employees, and the public. Perform other related duties as assigned.

PLANNING TECHNICIAN | *M-GROUP - CAMPBELL, CA*

Researched policies and analyzed zoning for City of San Mateo supplemental non-conforming use survey, in which the results assisted San Mateo with addressing non-conforming uses in their ordinance amendment. Conducted plan checks and prepared comments for the City of Belmont's Firehouse Square, and the City of Dublin's Boulevard site design review. Prepared staff report for the City of Santa Clara Tasman East Specific Plan, Center District, and Hill District projects. Prepared correspondence with the San Martin RV Park project in Santa Clara County on road improvement requirements and terms of development agreement. Researched and summarized new 2020 housing legislation for M-Group resources. Attended CEQA workshop in San Jose hosted by Association of Environmental Professionals.

PLANNING INTERN | *CITY OF GILROY, CA*

Researched policies and visited locations to determine ordinance feasibility. Designed sidewalk café prototype using Photoshop and Illustrator. Conducted outreach event with local business owners to explain new sidewalk café ordinance and its benefits; compiled and responded to related questions. Formulated surveys and provided data analysis from online community outreach responses to determine opportunities and challenges for Historic downtown specific plan. Received and reviewed applications, such as special event permits for Gilroy's porch fest request, encroachment permit and plans for sidewalk café applicants. Researched recycle center regulations and created a memo to the Community Director with a recommend policy for Gilroy.

ADDITIONAL EXPERIENCE

MASTERS STUDENT WORK | *SAN JOSE STATE UNIVERSITY, SAN JOSE, CA*

Conducted community surveys to gage the mood of community residents regarding safety, amenities, and civic engagement. Conducted fieldwork to assess neighborhood conditions, existing land uses, and identify community stakeholders. Collected, synthesized, and reported housing income and occupancy data. Analyzed transportation planning concerns addressed at neighborhood and municipal level, such as bicycle and pedestrian planning, traffic calming, and promoting sustainable communities. Utilized Illustrator, InDesign, ArcGIS and Sketchup to map the City of Gilroy's three classes of bike routes and 2D and 3D cross sections of existing and improvement concepts of 10th Street, Gilroy



CHRISTABEL SORIA MENDOZA

(SHE/HER)

ASSISTANT PLANNER

EXPERIENCE

M-Group

Assistant Planner
Jul 2021 – Present

California Department of Transportation - District 5

Planning Intern
Nov 2018 – Sep 2019
Mar 2020 – Jul 2021
San Luis Obispo, Calif.

PlaceWorks

Planning Intern
Jul 2019 – Dec 2019
San Luis Obispo, Calif.

Christabel Soria Mendoza is a bilingual, diligent and energetic planner with a focus on community improvement through thoughtful inclusion and equity practices. She has three years of planning experience that includes infill development, comprehensive planning, visioning, downtown revitalization, transit-oriented development, streetscape and parks design, mixed-use development, large-scale master plans, and transportation planning. Christabel is motivated to expand cultural awareness and inclusion in the planning profession and utilizes her amiability and communication skills to that end.

AREAS OF EXPERTISE

Geographic Information Systems
Community Engagement
Research + Analysis

Transportation Planning
Strategy Development
Equity, Diversity and Inclusion

PROFESSIONAL EXPERIENCE

EDUCATION

Bachelor of Science – City and Regional Planning

Ethnic Studies minor
California Polytechnic State University
San Luis Obispo, Calif.

ASSISTANT PLANNER | M-GROUP

Participated and conducted community outreach and engagement efforts for various housing element updates. Contributed to the development of housing element documents, especially affirmatively furthering fair housing. Presented to and for community members at various pop-up events, council meetings and planning efforts. Coordinated and facilitated focus groups with community organizations. Assisted in the development of fair housing policies.

PLANNING INTERN | CALIFORNIA DEPARTMENT OF TRANSPORTATION DIST. 5

Conducted research and prepared Systems Planning documents including data visualization tools, such as tables, charts, and ArcGIS mapping that are used in project plans and presented to stakeholders. Analyzed existing conditions of main streets and state routes in Caltrans District 5 (Santa Cruz County to Santa Barbara County) to identify areas of concern and potential projects that improve safety and walkability. Developed strategies and made recommendations to help the transit team create solutions presented at local and regional transportation agency meetings covering emergency response, traffic congestion, and active transportation. Identified and addressed lack of equity, diversity and inclusion in project plans by crafting goals and policies to advance Caltrans' desire to uplift the voices of marginalized communities.

LANGUAGES

English
Spanish

PROFESSIONAL AFFILIATIONS

American Planning Association
Latina Coalition of Silicon Valley

PLANNING INTERN | PLACEWORKS

Supported project managers on a variety of public and private sector projects involving infill development, comprehensive planning, visioning, downtown revitalization, transit-oriented development, streetscape and parks design, mixed-use development, and large-

CHRISTABEL SORIA MENDOZA

ASSISTANT PLANNER

scale master plans. Interpreted research on housing markets and summarized findings to be implemented in a Housing Element update. Prepared presentations, researched and analyzed project issues, created maps and graphics using ArcMap, and assisted with support functions and clerical tasks to help with community outreach efforts and workshops. Updated housing policy documents, aided jurisdictions with accessing housing funds, assisted in administering housing programs, and implemented housing policy through zoning and other means.

LEADERSHIP EXPERIENCE

DIVERSITY & INCLUSION CHAIR | *ASSOCIATED STUDENTS IN PLANNING, CAL POLY SAN LUIS OBISPO*

Planned and coordinated anti-racism workshops, speakers, and educational lectures on Equity, Diversity, & Inclusion (EDI). Developed and distributed materials to the campus community to promote diversity in the workplace and classes. Partnered with staff, faculty, and students to discuss EDI issues at Cal Poly and enhance campus policies.

CHAPTER VICE PRESIDENT | *LAMBDA SIGMA GAMMA SORORITY, INC., CAL POLY SAN LUIS OBISPO*

Oversaw all committees in conjunction with the President. Represented the association as assigned by the Chapter President or Chapter Board of Commissioners. Managed all Chapter email databases to ensure seamless communication with members. Liaised with National Vice President to ensure chapter success and plan professional workshops for members.

AWARDS + RECOGNITION

AWARDS FOR EXCELLENCE | *AMERICAN PLANNING ASSOCIATION*

San Martin Gateway Enhancement Plan received the Award for Excellence and Academic Award for Excellence from the APA Central Coast Division and Northern California Section respectively. Contributions to the project included designing one of the four gateways and collaboration in creating goals and objectives for the gateways.

PHILANTHROPY NOW PODCAST | *NAVIGATING FINANCIAL AID AND SVCF SCHOLARSHIPS DURING THE PANDEMIC*

Guest speaker on Silicon Valley Community Foundation's (SVCF) Philanthropy Now podcast series: [Navigating financial aid and SVCF scholarships during the pandemic.](#)