

January 12, 2015

Tom Bakaly
City Manager
Hermosa Beach, California

Re: Scope and Quote for Phase 2 of Climate Action Planning Services

Dear Tom:

Thank you for the opportunity to work with the City of Hermosa Beach on the Economic Analysis of Carbon Neutrality effort, and for inquiring about a proposal for a second phase of consulting services. Brendle Group is pleased to submit this proposal to assist the City in building on the analysis of carbon neutrality work to date, by developing a framework for a more inclusive process that taps local experience, aligning this effort with the General Plan update, and also refining the analysis and analysis tools to be more user-friendly and address other co-benefits of the City's climate goals, such as health and air quality.

Specifically, the tasks and cost estimates are summarized as follows:

Task	Description	Assumptions
Task 1. Stakeholder Engagement	<ul style="list-style-type: none">Explore the topic of carbon neutrality with the General Plan Working Group, Technical Advisory Committee, and a focus group of other local and regional climate experts and carbon neutrality advocates.	<ul style="list-style-type: none">28 hours of Phase 2 coordination and facilitation2 person trips, each trip two days in length (January - February 2015)
Task 2. Tool Coordination and Strategy Evaluation	<ul style="list-style-type: none">Convert the existing analysis spreadsheets into a user-friendly tool, in coordination with Rami + Associates.Update the analysis to address other costs and benefits not included in the first phase (i.e., air quality, health) and refinement of land use and transportation analysis.	<ul style="list-style-type: none">44 hours of tool development and analysis refinement (January – March 2015)
Task 3. Carbon Neutrality Commitment	<ul style="list-style-type: none">Develop and presentation of a recommendation for a refined City carbon neutrality target.	<ul style="list-style-type: none">22 hours of recommendation and Council meeting support (March 2015)

Task	Description	Assumptions
Task 4. Budgeting and Action Plan	<ul style="list-style-type: none"> Develop an action plan that identifies priority near-term strategies to achieve the carbon neutrality target. Recommendation of draft policies, potential programs, and other longer-term implementation strategies to be incorporated into the updated General Plan. 	<ul style="list-style-type: none"> 20 hours of action plan development and General Plan alignment (March 2015)
TOTAL	\$24,000	

We are supported in this effort by Juan Matute, Associate Director of the UCLA Lewis Center and the Institute of Transportation Studies. As founding director of the UCLA Local Climate Change Initiative, Juan joins the Brendle Group team on this project to infuse his knowledge of Hermosa Beach's previous and ongoing carbon neutrality efforts, and to leverage his extensive regional and national climate change research experience.

The quote is based on the following 2015 labor rates:

<u>Description</u>	<u>Rate (\$/hr)</u>
Principal	190
Senior Engineer	160
Engineer/Planner IV	130
Engineer/Planner III	100
Engineer/Planner II	90
Engineer/Planner/Analyst I	75
Engineering/Planner Intern	60
Administrative Assistant	65
Mr. Matute	125

A description of each task, budget assumptions, and deliverables is as follows:

Task 1. Stakeholder Engagement

Description: Under this task, Brendle Group will work with the City of Hermosa Beach and General Plan consultants (Raimi + Associates) to explore the topic of carbon neutrality with the General Plan Working Group, Technical Advisory Committee, and a focus group of other local and regional climate experts and carbon neutrality advocates.

Brendle Group will facilitate conversations with these groups to explore potential pathways and preferences to achieve a preliminary target of achieving carbon neutrality within the current General Plan timeframe. Brendle Group will facilitate the meetings with Raimi + Associates and the City of Hermosa Beach providing support in terms of meeting logistics, invitations, and coordination with the General Plan update.

Budget Assumptions: 4 hours of Phase 2 coordination, 24 hours of meeting facilitation, 2 person trips (each trip two days in length).

Deliverables: Two rounds of facilitation for 3 stakeholder meetings (TAC, Working Group, and Focus Group).

Task 2. Tool Coordination and Strategy Evaluation

Description: This task will build on the analysis completed during the first phase of work, and will include further development and refinement of the cost-benefit analysis of the carbon neutrality goal. Brendle Group, in coordination with Raimi + Associates, will convert the existing analysis spreadsheets into a user-friendly tool that will feature an inputs dashboard and a summary of output results, allowing for real-time and adjustments to assumptions and strategies to achieve the City's climate goals.

The previous analysis will be refined to address other costs and benefits not included in the first phase, including air quality, health, and other topics identified through the stakeholder engagement process. The evaluation tool will also be coordinated and more closely aligned with the transportation, land use and other alternatives and options being explored as part of the General Plan update effort.

Budget Assumptions: 16 hours of tool development and coordination, 28 hours of analysis/evaluation refinement.

Deliverables: Analysis tool and documentation.

Task 3. Carbon Neutrality Commitment

Description: Building on the preliminary carbon neutrality goal and the evaluation of different strategies to achieve it, Brendle Group will develop a recommendation for a refined City carbon neutrality target. Brendle Group will present the recommended goal to City Council at a March meeting in coordination with the other General Plan recommendations. Brendle Group will support staff in the development of a Staff Report prior to the meeting.

Budget Assumptions: 10 hours of recommendation development. Support and attendance at City Council meeting (including 1 person trip).

Deliverables: PowerPoint slide deck and Staff Report development support.

Task 4. Action Plan

Description: The final task will be the development of an action plan that identifies priority near-term strategies to achieve the carbon neutrality target. The action plan will detail budget needs and responsible parties for priority actions. It will also identify potential supporting partners and resources for all actions (as applicable).

The action plan will also recommend draft policies, potential programs, and other longer-term implementation strategies to be incorporated into the updated General Plan.

Budget Assumptions: 12 hours of action plan development and 10 hours of General Plan coordination.

Deliverables: Action plan memo, recommended language for General Plan

Schedule

We propose to conduct these tasks by the end of March 2014.

We appreciate the opportunity to propose these services.

Sincerely,

Judy Dorsey
President





Memorandum

To: Tom Bakaly, City Manager
From: Judy Dorsey and Shelby Sommer
CC: Kristi Morris, Shelli Margolin-Mayer, Pamela Townsend, Ken Robertson
Date: February 4, 2015
Re: Draft Schedule for Phase 2 of Climate Action Planning Services

This memorandum provides an updated schedule to supplement our proposal for Phase 2 Climate Action Planning services. This schedule has been developed in coordination with Rami + Associates.

Task	Description	Schedule
Task 1. Stakeholder Engagement	<ul style="list-style-type: none">Explore the topic of carbon neutrality with the General Plan Working Group, Technical Advisory Committee, and a focus group of other local and regional climate experts and carbon neutrality advocates.	<ul style="list-style-type: none">February 9: General Plan Working Group Meeting<ul style="list-style-type: none">Rami + Associates to identify who from Working Group would like to engage in carbon neutrality conversationFebruary 16-27: Stakeholder Carbon Neutrality Conversations<ul style="list-style-type: none">Brendle Group to conduct 2-3 webinar/small group interviews to identify carbon neutrality metrics, potential pathways to neutrality, and gather a range of stakeholder voicesWeek of March 9: Stakeholder Engagement (Brendle Group Trip)<ul style="list-style-type: none">General Plan Working Group meeting: focus on evaluation tool reviewIndividual meetings with City Council members about tool and potential carbon neutrality commitment

Task	Description	Schedule
Task 2. Tool Coordination and Strategy Evaluation	<ul style="list-style-type: none"> Convert the existing analysis spreadsheets into a user-friendly tool, in coordination with Rami + Associates. Update the analysis to address other costs and benefits not included in the first phase (i.e., air quality, health) and refinement of land use and transportation analysis. 	<ul style="list-style-type: none"> February 10: City Council Update <ul style="list-style-type: none"> Follow-up memo in response to Phase 1 efforts (includes some early analysis updates and refinements) Weekly (Tuesday afternoons) <ul style="list-style-type: none"> Coordination calls between Raimi + Associates and Brendle Group on process coordination and tool development Week of March 9: <ul style="list-style-type: none"> Tool development complete Vetting of tool with Working Group and City Council March 28: General Plan Community Workshop (Raimi + Associates) <ul style="list-style-type: none"> Walking tour; may be 1-2 questions about land use and transportation strategies as related to the path for carbon neutrality
Task 3. Carbon Neutrality Commitment	<ul style="list-style-type: none"> Discussion about and possible adoption of a City carbon neutrality goal. Recommendation and adoption of a carbon neutral commitment. 	<ul style="list-style-type: none"> March 20-21: City Council Strategic Planning Session (Rami + Associates possibly attend) <ul style="list-style-type: none"> Discussion about the policy direction for carbon neutrality (e.g., target year, desired role of City, level of City investment, linkages to municipal carbon commitment)
Task 4. Budgeting and Action Plan	<ul style="list-style-type: none"> Develop an action plan that identifies priority near-term strategies to achieve the carbon neutrality target. Recommendation of draft policies, potential programs, and other longer-term implementation strategies to be incorporated into the updated General Plan. 	<ul style="list-style-type: none"> April 14: City Council - Action Plan (Brendle Group Trip) <ul style="list-style-type: none"> Action Plan for Carbon Neutrality Consider adoption of a formal carbon neutral commitment Mid-April: City Council - Draft General Plan (Rami + Associates to attend) <ul style="list-style-type: none"> Includes recommended carbon neutrality policies and implementation strategies

