



City of Burlingame General Plan and Zoning Ordinance Update Work Program

As Amended October 29, 2019

The following identifies changes are included under Contract Amendment #2 to the main contract executed by MIG and the City of Burlingame on December 18, 2014. This amendment relates only to the specific task and budget changes identified below. All other tasks and budgets remain the same.

Introduction

The MIG Team's proposed work program presents a detailed, logical series of phases and tasks, with information from each step creating the foundation for the next. Our approach uses resources efficiently while allowing City staff, the Planning Commission, City Council, Community Advisory Committee, property and business owners as well as residents ample opportunity to review and comment on the information compiled during each major task.

We have included an extensive, inclusive public outreach and engagement program with innovative and proven high-tech and high-touch tools that will result in genuine community participation throughout the project. This approach ensures that the community will be kept well informed and actively engaged in the General Plan and Zoning Ordinance update processes. This engagement which will result in new planning and regulatory documents that have a higher level of community acceptance, user-friendliness and legal compliance.

We also intend to utilize the planned Technical Advisory Committee, Community Advisory Committee and Planning Commission Sub-committee throughout the project in a genuine, focused and well-organized process; these meetings are all described under Phase 9. The MIG Team will meet with these committees on a regular basis to: 1) present draft ideas and work products, 2) discuss emerging concepts and strategies, and 3) confirm and expand upon community input.

Our approach will ensure that the City has a complete, internally consistent and legally defensible General Plan that reflects the community's vision for Burlingame. Also, the updated Zoning Ordinance and Climate Action Plan ~~amended specific plans~~ will fully reflect and implement the General Plan. For this project to be a success, City staff must be a key partner throughout the entire process. To show how we proposed to integrate City staff, we have included specific assignments for City staff in *blue/italicized text* at the end of each task.

Phase 5: Environmental Review

Subtask for 5.2: Climate Action Plan

(a) Review Communitywide Goals, Policies and Implementation Measures

MIG will conduct a review of existing communitywide goals, policies and programs to form a foundation for the development of a long-range vision and direction to reduce GHG emissions and adapt to climate change impacts. We will gather, organize and evaluate the City's existing plans, ordinances and standards; existing regional initiatives and regulations; and Federal and State laws and mandates. All relevant legislation (local, regional, State and Federal) that might affect the implementation of the CAP will be reviewed and summarized during this task. We will also confirm with City staff any current and pending City issues, policies and programs that may impact or influence the CAP.

We assume that City staff will provide all relevant City plans, programs, ordinances and regulations. We will gather and confirm with City staff regional initiatives and regulations, and will identify all relevant Federal and State laws and mandates. We will conduct an evaluation of these documents and produce a policy-level Gap Analysis Matrix. Based on our work on other climate action plans, we recommend using a matrix format.

(b) Review Baseline Inventory and Develop GHG Emissions Reduction Projections, Targets and Goals

We understand that there has been some work in the region to prepare a baseline greenhouse gas emissions inventory, for both community and municipal emission sources. MIG will work with the City to review and confirm the City's baseline GHG inventory and develop GHG projections and reduction targets and goals for specific benchmark years (i.e., 2020, 2035, and 2050). We will present GHG reduction target/goals options derived from AB 32, the Kyoto Protocol, the Western Climate Initiative, BAAQMD, SB 375 regional transportation emission reduction targets, and Executive Order S-3-05. We will quantify emissions reductions using a methodology that ensures consistency with AB 32 and the Local Government Operations Protocol v1.1 and BAAQMD. We will apply the target/goals under consideration to the emission inventory to determine the amount of GHG reduction needed for each benchmark year, projection, and legislative requirement. We will support City staff presentations to the Planning Commission and City Council that seek approval of the GHG emission reduction projections and future year target/and goals.

(c) Prepare Emission Reduction and Adaptation Measures

MIG Team will work with City staff to: (1) identify, evaluate and prioritize potential CAP level GHG emission reduction strategies, measures and actions for both municipal

operations and communitywide sectors, and for mitigating climate change impacts; and (2) identify sustainability and climate action goals, policies, and programs for the General Plan.

MIG will identify progressive policies, strategies, measures and actions for GHG reduction and climate change adaptation. We will work with City staff to expand, identify and prioritize a set of draft policies, measures, and actions that are most suitable for the City of Burlingame. We will identify major CAP strategies, such as Sustainable Land Use, Transportation and Mobility, Energy Efficiency, Water Conservation, Waste Reduction and Recycling, Adaptation and Resiliency, and Community Involvement. Within each strategy we will develop a series of CAP measures that define the programs, policies, and projects that the City will undertake to accomplish its climate protection goals. The measures will be used to implement the strategies and organize the CAP actions. Finally, within each measure we will include a series of specific CAP actions. The CAP actions will include specific steps that the City will take to implement the measure.

Concurrent with development of the CAP strategies, measures and actions, MIG will identify a broad range of goals, policies and programs for the City's General Plan and include them under each measure in the Potential Actions Matrices to link the General Plan to the CAP. We will identify both existing and recommended General Plan goals, policies, and programs that address implementation of the CAP and that promotes sustainability, reduction of GHG emissions (for municipal operations and community-wide sectors), and adaptation to climate change. We will recommend these policies for inclusion in the General Plan to support the CAP and further implement the City's sustainability and GHG reduction goals.

New CAP strategies, measures, and actions will reinforce the City's on-going programs. Community-wide measures will be organized by those sectors included in the inventory (e.g., energy, waste, transportation, and agriculture), and energy waste and transportation for municipal operations emissions.

After City staff review of the measures, MIG will present preliminary measures to the community as part of a public workshop and solicit feedback from participants. We assume that the City will select the appropriate measures based on public input. The selected measures will then be analyzed by the MIG Team and included in the Administrative Draft CAP document.

(d) Quantify Emission Reduction Measures

Using the strategies, measures, and actions identified in the Potential Actions Matrix (see Task 2.3), MIG will conduct a "GHG reduction gap analysis" to determine whether the proposed list of strategies will achieve the City's GHG reduction target. The GHG reduction potential for the measures (presented in percentage reductions) will be provided for the 2020 and 2035 forecast years. Using the potential emissions reduction and adaptation measures, we will evaluate and, wherever feasible, quantify the GHG

reduction potential of the draft list of GHG reduction actions. The analysis will also qualitatively analyze co-benefits, such as, improved public health and decreased traffic congestion. The analysis will identify detailed implementation actions, possible funding sources, and public and private sector implementation partners.

Based on the results of the reduction “GHG reduction gap analysis,” MIG will work with City staff to refine the strategies, measures, and actions in the Potential Actions Matrices, set priorities, and establish a timeline for implementation. The revised measures will be presented in an accompanying technical memorandum. We will also prepare a technical appendix of the methodology and data used to conduct the analysis.

(e) Draft and Final Climate Action Plan

Using data gathered and analyzed to this point in the process, as well as community input, MIG will prepare the Administrative Draft CAP for City staff review and comment. Prior to drafting the CAP, MIG will work with the City to develop an outline for the document. Cities throughout California have developed a wide variety of climate action plan styles, formats, and structures. Some plans include in-depth analyses on the potential impacts of each proposed action, whereas other plans are more general, laying out the overarching principles, but not delving into much detail.

The CAP will be engaging, easy-to-read, and up to modern standards for visual appeal and ease of use. We will prepare numerous graphics for the CAP to illustrate various topic areas. We will work with City staff to gather photographs and determine subjects to address with graphics, illustrations, and diagrams.

MIG will respond to one round of consolidated comments from City staff and stakeholders on the Administrative Draft CAP. Based on City comments on the Administrative Draft CAP, MIG will prepare a Public Review Draft CAP that will be made available for public review and comment. We will summarize public comments for decision-maker review.

Phase 6: General Plan Hearings and Adoption

Task 6.1: Planning Commission Public Hearings and Joint Study Sessions (25)

MIG will meet with the Planning Commission ~~two~~ three times to present, discuss and receive input/direction on the Draft General Plan and Draft EIR. These hearings will provide an opportunity for the Planning Commission to formally receive public comments on the draft documents. In addition, MIG will attend two Joint Study Sessions with the Planning Commission and City Council to review and discuss the draft General Plan. The conclusion of these hearings/meetings will be a formal recommendation on the project to the City Council.

City staff will be responsible for preparing the formal staff reports for these hearings.

Task 6.2: City Council Public Hearings (2)

MIG will meet with the City Council once to present, discuss and receive input/direction on the Draft General Plan and EIR. This public hearing will provide an opportunity for the City Council to review Planning Commission recommendations and formally receive public comments on the draft documents. Following this hearing, MIG will attend a second Adoption Hearing with the City Council to review and discuss the final documents. The conclusion of this hearing will be the City Council's formal adoption of the updated General Plan and certification of the EIR.

City staff will be responsible for preparing the formal staff reports for these hearings.

Phase 8: General Plan Online ePlan Production Specific Plan Technical Updates

~~8.1: Administrative Draft Specific Plan Updates~~

~~Based upon the updates to the General Plan and the Zoning Ordinance, MIG will prepare focused, technical updates to the North Burlingame/Rollins Road, Downtown, and Bayfront specific plans to ensure consistency. These updates will be included within the current Word or InDesign files of the Specific Plans. It is assumed that MIG will be making text edits to these documents, and that any new graphic edits would be an out of scope item. MIG will submit Administrative Drafts of each updated specific plan to City staff for review.~~

~~City staff will provide the consultant team one version of the administrative draft that contains all staff mark ups and comments, preferably using Word's track changes tool.~~

~~8.2: Public Draft Specific Plans~~

~~Based upon City staff comments, MIG will prepare Public Drafts of each Specific Plan within their original Word or InDesign files. It is assumed that the specific plan updates will not require additional CEQA analysis, but instead they will rely on the EIR prepared for the General Plan.~~

~~City staff will coordinate with MIG on final edits and refinements to the specific plans.~~

The following subtasks outline MIG's approach for the Burlingame General Plan ePlan website. The website will be developed as a mobile-friendly, web-based version of the

City's adopted 2040 General Plan (referred to as an "ePlan"). The scope is based on the following assumptions:

- The "look and feel" for the ePlan will reflect the current EnvisionBurlingame.org website.
- The web layout of the ePlan will be like the Hayward2040GeneralPlan.com website (in functionality).
- MIG will build the Burlingame ePlan using Drupal, an open source Content Management System (CMS) platform.
- The City will assist in the review of the beta release and approve the ePlan prior to public release.
- MIG will host and support the new Burlingame ePlan for three years on its enterprise-class Amazon Web Services (AWS) Software as a Service (SaaS) cloud infrastructure.
- The website will be fully "responsive," which means it will work equally well on desktops, tablets, and mobile devices.
- The ePlan website will also comply with 508 accessibility requirements.
- MIG will provide content management access to the City so staff can make online updates to the General Plan content once the ePlan is launched.

Task 8.1: Final General Plan Content Development

MIG will enhance the adopted 2040 General Plan content by providing: (1) geographic tags for implementation programs; (2) frequently asked question (FAQ) content for each major target audience (e.g. residents, business owners, developers, users interested in sustainability, etc.); and, (3) "hot spot" descriptions for key illustrator maps. This task includes MIG reviewing the enhanced content with City staff (online/remotely).

Task 8.2: ePlan Visual Design

MIG will apply the project website's design style (www.envisionburlingame.org) to a template similar to the Hayward 2040 General Plan layout (www.haywardgeneralplan2040.org). This approach will address the design needs for most of the Burlingame General ePlan, except for the new Geographic Overview section that MIG will prepare specifically for Burlingame. For the Geographic Overview section, MIG will use a map-based template that will allow users to enter an address or interact directly with the map to get to summary page that describes the area (based on General Plan narratives) and includes links to a filtered view of related implementation programs. The summary page can also link directly to the City's online GIS service zoomed in to display the extent of the relevant geographic area. MIG will review the design mock-up with City staff. City staff will provide one set of consolidated comments to MIG.

Task 8.3: ePlan Website Development

MIG will build the ePlan website using the open source Drupal CMS platform. The functionality of the site will include the functionality of the Hayward General Plan website, with a few enhancements. These enhancements include integration of Google Maps for address look-up and geographic area map display and interaction, "hot spot" descriptions on key illustrations, and the inclusion of a City content admin role that provides CMS platform access to the General Plan content for updates. This task includes the full draft development of the ePlan website and two beta site review meetings with City staff.

Task 8.4: ePlan Website Launch and Training

Once the City has approved the final ePlan, MIG will move the website to our publicly accessible cloud environment to launch the website. The launch of the site includes set up of Google Analytics for tracking and reporting of website traffic data. The MIG team will also create a "how to" guide to help City staff update the ePlan. This task includes an online City staff training session and the full launch of the ePlan website.

Task 8.5: ePlan Annual Hosting and Ongoing Technical Support

MIG will provide ePlan website hosting and ongoing technical support to the City of Burlingame for three years after the launch on the ePlan (or more, under a separate contract). Our Software as a Service (SaaS) platform is built upon the Amazon Web Services (AWS) cloud infrastructure and has been designed to ensure the Burlingame ePlan will be available on-demand 99.9% of the time, not including possible service interruptions during our night-time maintenance window.

Phase 8 Deliverables:

- Administrative Draft Specific Plans (Word/InDesign/PDF)
- Public Draft Specific Plans (Word/InDesign/PDF/printed copies to be determined)Final General Plan MS Word document with enhanced content ("smart tags")
- Fully functional beta site for City review and comments
- ePlan Administrator Guide
- Final launch-ready ePlan website
- Fully launched ePlan website
- 24/7 monitoring of cloud infrastructure
- Proactive Drupal and web platform security updates
- Daily backups
- Phone and email technical support during business hours

Task 9.1: Coordination Calls and Meetings

The Project Management Team and Topic Area Leaders will attend weekly conference calls with City staff to coordinate on the project, discuss draft ideas or work products, and schedule near term items or data needs. Laura Stetson and/or Dan Amsden will attend each of these calls. Other team members will be included in calls related to their tasks or work products as needed. As such, the budget assumes a reasonable level of involvement for all team members during the five-year duration of the project.

City staff will be responsible for reviewing draft agendas and participating in calls.

Task 9.6: Project Management

MIG will have a lead role managing the process to ensure the project remains on budget and schedule during the five-year duration of the project. This task accounts for MIG's project management and coordination (emails, calls, data transfers, etc.) with both City staff and the subconsultant team.

City staff will be responsible for regular communication with the MIG project management team.

