

CITY OF MOUNTAIN VIEW

MOFFETT BOULEVARD PRECISE PLAN WORK PLAN

April 3, 2024

SCOPE OF WORK

The following describes the MIG Team's Scope of Work to assist the City of Mountain View with the Moffett Boulevard Precise Plan. The Scope of Work is structured so that each task includes discrete deliverables and tangible outcomes that ensure that each phase of work builds on the previous, and that the project moves forward in the allotted timeframe. This includes a summary of anticipated meetings and all deliverables for each project phase.

PHASE 1: EXISTING CONDITIONS AND VISIONING

(5 Months)

Task 1.1 Project Kick-off and Site Tour

MIG will lead the project team in a two-hour (2) in-person meeting to confirm project goals, desired outcomes, key project challenges and opportunities, and Phase I assignments and deliverables. The meeting will be followed by a tour of the Project Area and adjacent neighborhoods. The scope assumes City staff will assist in developing the exact itinerary for the Project Area tour. MIG will prepare an agenda and Project Area background presentation for the meeting. We will also prepare a simple aerial base map that can be used during the tour to orient participants.

MIG will also prepare a summary of the meeting and Project Area tour in a PowerPoint format for City to review. The summary will also include action items as a follow-up for the Project Team.

Task 1.1 Deliverables

- Meeting Agenda (Word/Email/PDF)
- Meeting Presentation (PPT/PDF)
- Project Area Aerial Base Map (PPT/PDF)
- Meeting Summary and Action Items (PDF/Email)

Task 1.2 Community Engagement Plan

MIG will prepare a Community Engagement Plan in close coordination with City staff to identify how best to conduct outreach and gather meaningful input from a full range of community members living within and near the

Project Area. The Plan will include information on target audiences (e.g., residents of all incomes, races and ethnic backgrounds, employees of local businesses, community- and faith-based organizations, and staff from public agencies providing services in the area), types of engagement activities and events, schedule, and general staffing. The intent of the Plan is to help the team specifically organize engagement activities throughout the project, including how Moffett Boulevard Precise Plan engagement is coordination with the parallel Downtown Precise Plan engagement process.

MIG will work with City staff to develop a list of key staff, committees, other agency staff, and other stakeholders to engage during the project. This will include a schedule of potential virtual interviews, meetings, and workshops necessary to develop the Moffett Boulevard Precise Plan (MBPP). MIG will prepare a draft Community Engagement Plan and share with the City to review. The scope assumes City will provide one set of consolidated non-conflicting comments on the engagement plan. After incorporating City comments, MIG will submit a final Community Engagement Plan and share with the City.

Task 1.2 Deliverables

- Draft and Final Community Engagement Plan (Word/PDF)

Task 1.3 Project Notifications and Social Media

MIG will prepare project notification materials and develop a Social Media program as part of this project. While specific tools and strategies will be discussed with City staff during the project kick-off meeting, the following is a list of anticipated materials and activities included in the budget:

- **Paper Flyers:** MIG will develop a one (1) page (printed back-to-back) project flyers to be distributed during community meetings and posted at city hall and the library. The flyers will provide background information about the planning process, meeting dates, and sources for additional information. MIG will prepare and print the flyers for City staff for distribution. The budget assumes MIG will prepare three (3) rounds of flyers and leaflets, one during each Community Engagement Series.
- **Postcards:** MIG will develop content for post cards to be sent to area residents, property owners, and area merchants. MIG will prepare the contents for the postcard for mailing. It is assumed that the City will be responsible for printing and mailing the postcards to the community. The budget assumes MIG will prepare three (3) rounds of postcard contents, one during each Community Engagement Series.

- **Posters:** MIG will develop posters to be displayed in a variety of highly visible locations in the community. The posters can be displayed on noticeboards and store windows, possibly with the ability to include flyers that people can take with them. The MIG Team will visit business stores to distribute the posters, which will provide an opportunity to meet merchants and invite them to participate in the planning process. The budget assumes MIG will prepare three (3) rounds of posters, one during each Community Engagement Series.
- **Social Media Campaign:** MIG will develop social media postings tied to each of the three (3) Community Engagement Series. The social media postings will be geared towards the City's existing social media platforms, including the City's Facebook, Twitter, Instagram, AskMV, and NextDoor accounts, as well as its posts in "The View Newsletter." The social media campaign will include a timeline, with content prepared for dates in the process. MIG will develop content for each social media posting, and it is assumed that City staff will post the information to existing City social media platforms.

Task 1.3 Deliverables

- Paper Flyers (InDesign/PDF/100 hard copies)
- Contents for Postcards (InDesign/PDF)
- Posters (InDesign/PDF/40 hard copies)
- Contents for Social Media Campaign (Word/PDF)

Task 1.4 Project Website

MIG will create and host a stand-alone project website that will provide a central location for posting project information (meeting dates, documents, etc.). Using MIG's proprietary TownSquare³ software, the project website will be uniquely branded for a consistent look and feel for the project (note: the brand for the website and project will be closely coordinated with the Downtown Precise Plan effort to ensure consistency and a City "look" and "feel"). MIG will work with the City's IT staff to direct visits from the City's website to the Moffett Boulevard Precise Plan website. If needed, all webpages will translate into up to four (4) languages (Spanish, Chinese, Vietnamese, and Russian) using the Google Translate toolbar.

Task 1.4 Deliverables

- Project Branding (Digital)
- Website Mock-up (Digital)
- Full Website Design and Launch (Digital)

Task 1.5 Inclusive Stakeholder Engagement and City Council Member Meetings

The MIG Team will create an inclusive engagement process involving various stakeholders and groups. The MIG Team will attend up to ten (10) one-hour (1 Hour) in-person (or virtual) meetings with key project stakeholders at the beginning of the process. These meetings will likely include representatives from the Shoreline West Neighborhood Association, Old Mountain View Neighborhood Associations, Mountain View Downtown Business Association, Chamber of Commerce, property owners, Youth Advisory Committee, school districts, local developers, advocacy groups and organizations, Spanish, Chinese language groups, and others as identified during the process. These meetings are envisioned to take place during the project based on the need to check-in with these groups.

In addition, MIG will conduct up to seven (7) one-on-one, in person interviews with the City Council members during the kick-off stage of the project. These meetings are going to be for up to 45 minutes with each Council member to provide an update on the project and gather feedback that will help in the planning process. The scope assumes up to two (2) MIG staff attending these interview meetings. MIG will prepare meeting materials and presentations in advance of each meeting and share a draft with the City to review. The scope assumes City will provide one set of consolidated non-conflicting comments on the meeting materials. MIG will prepare a combined and concise summary of all the seven (7) meetings in PowerPoint format for City to review.

Task 1.5 Deliverables

- Stakeholder Interview Guide (Word)
- Attendance in up to ten (10) one-hour meetings (In-Person or Virtual)
- Combined meeting summary, with identified key themes (Word/PPT/PDF)
- Meeting Agendas for Council Meetings (Word/PDF)
- Meeting Presentations for Council Meetings (PPT/PDF)
- Attendance at up to seven (7) interview meetings for up to 45 minutes (In-Person)
- Combined Meeting Summary for Council Meetings (PPT/PDF)

Task 1.6 Base and Context Mapping

MIG will create a project basemap and a suite of initial context mapping early in the process. We will use publicly available resources to create a scaled and consistent basemap to be used during the entire project. In addition, we will create the following existing setting context maps:

- Project Area Basemap (parcel)

- Project Area Basemap (aerial)
- General Plan Land Uses
- Existing Land Uses (based on County Assessor data)
- Zoning
- Multi-Modal Circulation, Access, and Transit
- Proposed Projects (if applicable)
- Project Area Existing Context (views, constraints, assets, issues, opportunities)

The scope assumes MIG will prepare up to ten (10) base and context maps to be used during the entire project. These maps will also be used for soliciting feedback during the community engagement process.

As part of this task, MIG will develop a list of GIS, CAD, Excel, and Aerial photo data needed for developing the base maps and analysis. The Scope of Work assumes the City will provide all the necessary data as a starting point to develop the series of base maps (aside from publicly available data from other agencies, like the County Assessor). MIG will share a draft of all the base and context maps in a PowerPoint format for City to review. The scope assumes the City will provide one set of consolidated non-conflicting comments on the base maps.

During the base map task development MIG team will work closely with the City Staff to identify the project area boundary for the precise plan. It is anticipated that the project boundary may be refined based on the feedback received from the community members, businesses, and stakeholders during the initial stage of community engagement (Task 1.9). MIG team has allowance to include these changes in the budget. The final confirmation of the Precise Plan boundary will need to occur during Phase 1 of the project.

Task 1.6 Deliverables

- 10 Project Area Base/Context Maps (CAD/GIS/Illustrator/PDF)
- Map Series Summary (PPT/PDF)

Task 1.7 Existing Conditions and Site Assessment Summary

The MIG Team will review the existing body of knowledge for the Project Area, including reports, plans, policies, GIS, data, and other available information. This will include:

- **Existing Policy and Regulatory Review Memo.** MIG will review adopted City policies and regulations that relate to the Project Area, including identifying current community planning goals and objectives. This will include a review of existing documents and plan, including the 2023-2031 Housing Element, current precise plan, feasibility studies, boundary/easement information, traffic studies, planning maps, and other similar material provided by the City. This memo will also include an analysis of opportunities and constraints for the Shenandoah Square property, including a qualitative discussion of annexation, public and private development opportunities, and the City's role and impact of rezoning on negotiations over the site.
- **Existing Context Analysis Memo.** MIG will prepare a summary of local conditions: land use mix, development standards, streetscape standards, design standards, signage regulations, best practices development strategies, permitting processes, public art and placemaking, cultural/ethnic diversity, landscaping, trees, and open spaces. This will include conducting site visits to assess the current physical condition of the public and private realms in the Project Area.
- **Mobility and Transportation Memo.** The MIG Team will describe the existing transportation system in the plan area including roadway cross sections, pedestrian and bicycle facilities, transit services and stops, traffic operations, parking usage and patterns, and TDM regulations. Some new traffic counts may be required for intersections where existing counts are lacking. Traffic operations will be analyzed using peak hour intersection level of service calculations.
- **Market Conditions Memo.** The MIG Team will building upon the economic and market analysis that was conducted as part of the Economic Vitality Strategy and the DTPP Update for Areas A, G, H by gathering supplemental data on market demand, supply, rents, and valuation from business and real estate publications, such as Avison Young, CBRE, CoStar, ESRI, Cushman & Wakefield, Marcus & Millichap, cellphone data (additional fee) and Zillow for the following uses: retail (including food/beverage, services, commodity, and specialty retail); office (including incubator, coworking space, etc.); multifamily housing; and hospitality. The memo will also analyze the demand for uses, given the constraints and characteristics of sites, for example, demand for residential on small lots that cannot support parking. This task will also include gathering information (from topic specific workshops and interviews with key stakeholders from the business and real estate development community) and using proprietary methodology to examine by NAICS category the relative opportunities for commodity (daily needs) as opposed to specialty (splurge) retail for a variety of retail and food and beverage categories.

- **Historic Resources Memo.** MIG will conduct a historic resources analysis, including a summary of designated and eligible historic resources within the Planning Area and key observations about potential historic design influences that could be applied in transition areas adjacent to historic resources and/or between Castro Street and Moffett Boulevard.
- **Utility Constraints Memo.** The MIG Team will summarize known constraints and improvement needs for wet utility infrastructure. The analysis is limited to a review of previously prepared reports and does not include detailed computer modeling.

The MIG Team will summarize this information in a series of technical memos that will be used to inform the planning process and the Environmental Impact Report (existing setting). MIG will also prepare an engaging and easy to understand PowerPoint presentation that will include narratives, tables, maps, and diagrams articulating the existing conditions findings. The PowerPoint format will allow the existing conditions information to be both printed in hard copy form and presented during community meetings and workshops. The scope assumes the City will provide one set of consolidated non-conflicting comments on each technical memo and the summary presentation.

Task 1.7 Deliverables

- Technical Memos (Word/PDF)
- Existing Conditions and Site Assessment Summary (PPT/PDF)

Task 1.8 Community Engagement Series #1: Assets, Opportunities and Vision

The MIG Team will conduct a series of meetings, pop-up events, workshops, and surveys during Phase 1 of the project. The purpose of these activities is to understand the community's vision of the future of the Project Area and to solicit input on challenges and opportunities that will be analyzed during the project. MIG will also discuss the project area limits with the community to include in the final summary. MIG will prepare all meeting agendas, presentations, materials, and exercises. This round of community meetings and events will include the following:

- **Targeted Outreach.** The MIG Team will conduct focused outreach to key property owners, business owners, and community groups to directly engage them on the project. This will include direct calls and in-person discussions with stakeholders to fully understand their desires and concerns for the future of the Project Area. This will provide an opportunity to discuss major issues and opportunities directly with stakeholders during more casual conversations. The budget for this

task assumes Community Strong Strategies reaching out to 20 individuals (which can include a combination of business owners, community groups, organizations, etc.).

- **Pop-Up Event.** MIG will prepare materials for and staff one (1) two-to-three-hour pop-up event. The pop-up event should be timed to coincide with an existing community event or busy time of the week. The purpose of these events is twofold: (1) solicit community feedback easily on a range of assets, challenges, and opportunities facing the Project Area; and (2) promote and advertise the upcoming Community Workshop and Survey. MIG will provide two staff for the pop-up event to facilitate discussions, hand out materials, and record comments.
- **Community Workshop (in-person).** MIG will prepare materials for and facilitate one (1) in-person community workshop that builds upon all ideas received to date. MIG will conduct special outreach to a long list of residents, business owners, and other stakeholders to garner strong community interest. The agenda for this workshop will include a discussion on areas assets, opportunities, and challenges. This will be followed by activities to help frame a community vision for the future of the Moffett Boulevard area. MIG will provide three staff for this workshop to facilitate, record comments, and assist with break-out groups and logistics. The workshop materials will be prepared in English, and the MIG Team will have Spanish, Chinese, and Russian language interpreters available during the event. Additional City staff may be needed to facilitate break-out groups. MIG staff will record comments on a large wallgraphic as a key tool to assist with meeting facilitation.
- **Community Workshop (virtual).** MIG will prepare materials for and facilitate one (1) virtual community workshop. The agenda, questions, and format of the virtual workshop will mirror that of the in-person workshop. MIG will provide four staff for this workshop to facilitate, record comments, manage Zoom logistics, and assist with break-out groups. Additional City staff may be needed to facilitate break-out groups. The workshop materials will be prepared in English, and the MIG Team will have Spanish, Chinese, and Russian language interpreters available during the event. MIG staff will record comments on a large virtual wallgraphic as a key tool to assist with meeting facilitation.

- **Community Survey.** MIG will develop an online survey using the Mapita software platform that will be distributed to gather location-specific feedback about needs and priorities in the Project Area. Mapita is a map-based platform that will allow participants to provide location-specific feedback. We will translate the survey in Spanish, Chinese, and Russian. The survey will be shared via links and email networks, and the project consultant team will develop email blurbs and flyers for project partners to share. It is anticipated that the survey will be live for approximately two to three weeks, running in parallel to the pop-up events, workshops, meetings, and other engagement activities.

After the conclusion of all meetings, surveys, and events, MIG will develop a combined summary of comments in a PowerPoint format. The summary will allow for a highly visual and concise document that is easily understood by the community and accessible in a digital format. The summary will include “major themes” heard from the community, as well as all community comments. The scope assumes the City will provide one set of consolidated non-conflicting comments on each summary.

Task 1.8 Deliverables

- Meeting/Workshop Agendas (Word/PDF)
- Meeting/Workshop Presentations (PPT/PDF)
- Meeting Materials (InDesign/Illustrator/PDF/Hard Copies)
- Pop-Up Event Materials (InDesign/Illustrator/PDF/Hard Copies)
- Graphic Recordings (Digital/Hand Drawn)
- Community Survey (Mapita/Digital/PDF)
- Community Engagement Series #1 Summary (Word/PPT/PDF)

Task 1.9 Draft Moffett Boulevard Precise Plan Vision Framework

Based on community feedback received during Community Engagement Series #1, MIG will develop a draft Moffett Boulevard Vision and Guiding framework. As part of this process and based on ongoing outreach meetings and discussions with City staff, MIG will prepare an Areas of Stability and Change Map that illustrates areas that have the potential to change in the future (land use, mobility, placemaking, etc.). During the task, based on City Staff guidance and community feedback received, MIG will finalize the Moffett Boulevard Precise Plan boundary with the vision framework. The Vision Framework graphic will also include a set of key guiding principles (high-level policy statements) that will be used to help frame future alternatives and strategies. MIG will submit the Vision Framework to City for staff review. Upon receipt of a single document that consolidates and reconciles all City staff comments, MIG will prepare the final version. The budget assumes one round of City staff review.

Task 1.9 Deliverables

- Draft Vision Framework (Illustrator/PPT)
- Final Vision Framework (Illustrator/PPT)

Task 1.10 Environmental Planning Commission Meetings/Study Sessions

MIG will maintain continuous communication and engagement with the Environmental Planning Commission (EPC). This will ensure that the project remains aligned with community goals and is informed by the expertise of this body. The scope assumes MIG attending up to three (3) study session meetings during the entire project timeline. These meetings will happen at key milestones of the project such as during the existing conditions and visioning phase, draft concepts and preferred alternative concept. MIG will work with City staff to identify the meeting windows to conduct these meetings/study sessions. MIG will attend the meeting with two staff members to help present and facilitate the discussion and gather feedback. MIG will prepare meeting materials and presentations in advance of each meeting and share a draft with the City to review. The scope assumes City will provide one set of consolidated non-conflicting comments on the meeting materials. MIG will prepare a summary of the meetings in PowerPoint format for City to review.

Task 1.10 Deliverables

- Meeting Agendas (Word/PDF)
- Meeting Presentation (PPT/PDF)
- Attendance at up to three (3) meetings/study sessions
- Meeting Summary Memo (Word/PDF)

Task 1.11 City Council Meetings/Study Session

MIG will maintain continuous communication and engagement with the City Council. This will ensure that the project remains aligned with community goals and is informed by the expertise of this body. The scope assumes MIG attending up to three (3) study session meetings during the entire project timeline. These meetings will happen at key milestones of the project such as during the existing conditions and visioning phase, draft concepts and preferred alternative concept. MIG will work with City staff to identify the meeting windows to conduct these meetings/study sessions. MIG will attend the meeting with two staff members to help present and facilitate the discussion and gather feedback. MIG will prepare meeting materials and presentations in advance of each meeting and share a draft with the City to review. The scope assumes City will provide one set of consolidated non-conflicting comments on the meeting materials. MIG will prepare a summary

of the meetings in PowerPoint format for City to review. City staff will be responsible for preparing formal agendas and staff reports.

Task 1.11 Deliverables

- Meeting Agendas (Word/PDF)
- Meeting Presentation (PPT/PDF)
- Attendance at up to three (3) meetings/study sessions
- Meeting Summary Memo (Word/PDF)

PHASE 2: PRECISE PLAN CONCEPTS AND ALTERNATIVES (6 Months)

Task 2.1 Initial Land Use Strategy and Change Areas

The MIG Team, working closely with City staff, will develop an initial land use strategy for the Moffett Boulevard Precise Plan area. The strategy will be based on the existing conditions analysis, community feedback and ideas, and the Vision Framework. In addition to land use map components, the process will also include a range of alternative strategies and potential change areas for addressing the following key factors:

- Consistent with the policies, goals, and standards from 2023-2031 Housing Element.
- Increasing housing variety and opportunities.
- Retaining existing neighborhood-serving businesses.
- Promoting new active, customer-oriented businesses along Moffett Boulevard, like a Village Center approach.
- Analyzing a range of development densities and intensities that support transit-oriented development (e.g., higher density residential and commercial uses that are not auto-dependent).
- Creating new development standards that respond to the updated concepts and ideas.
- Providing new areas for open space and plazas.

MIG will create design concepts and standards to clarify requirements and ensure that development contributes positively to the future vision for the Moffett Boulevard area. MIG will put together standards with visual graphics for understanding the standards. During the development and review phase, MIG will consolidate all the standards with graphics in a PowerPoint version and share the draft with the City. The scope assumes City will provide one set of consolidated non-conflicting comments on the objective standards.

Task 2.1 Deliverables

- Land Use Strategies (PPT/PDF)
- Change Areas Mapping (PPT/GIS/Illustrator/PDF)
- Architectural Styles and Themes Study (PPT/Illustrator/SketchUp/PDF)

Task 2.2 Development Concepts

The MIG Team will explore a variety of development strategies to achieve community goals, such as Bonus FAR for community benefits or a jobs-housing linkage strategy. This would include framing drivers of net fiscal benefits, documenting relationships between land use scenarios and new impact on municipal fiscal health and producing analytics that demonstrate business revenue performance of land use. The MIG Team will also ensure the development concepts are consistent with the 2023-2031 Housing Element.

MIG Team will analyze the development feasibility of building density prototype alternatives for up to three representative opportunity sites for up to two height/density alternatives per site. The analysis will be based on development assumptions developed by the team members regarding potential gross and net rentable square feet for residential, non-residential and/or parking uses, the associated number of housing units and parking spaces, and the range of building and construction types and other pertinent development characteristics that would affect infill development. In consultation with team members, MIG Team will prepare summary financial pro forma analysis for each of the development alternatives. A sensitivity analysis can be performed to illustrate the impacts of interest rates and construction costs. MIG Team will collaborate on this analysis including providing feedback about typologies as it relates to ground floor uses and providing ground floor-specific inputs as possible. MIG will submit a draft memo outlining the development concepts (including options for community discussion) for City staff review and feedback. The scope assumes City will provide one set of consolidated non-conflicting comments on the draft memo.

Task 2.2 Deliverables

- Development Concepts (SketchUp/Illustrator/PDF)
- Development Feasibility Analysis (Word/Excel/PDF)
- Retail/Restaurant/Services/Experiential Retail Demand Study (Word/Excel/PDF)
- Development Concepts Memo (Word/PDF)

Task 2.3 Objective Design Concepts

MIG will develop specific, clear, and objective development standards for residential and mixed-use projects to provide consistency and transparency in the development review process. This will include studying the character and massing of existing and proposed uses in the Project Area. MIG will submit a draft memo outlining the development standards for City staff review and feedback. The scope assumes City will provide one set of consolidated non-conflicting comments on the draft standards.

Task 2.3 Deliverables

- Character and Massing Studies (SketchUp/PDF)
- Proposed Development Standards Memo (Word/PPT/PDF)

Task 2.4 Streetscape Concepts

The MIG Team will prepare updated streetscape concepts and draft standards that support efficient mobility and a safe and pleasant pedestrian and bicycle environment within the Project Area, while also considering the needs of other modes. This will include updated designs for Moffett Boulevard and connecting neighborhood streets. We will incorporate standards to widen sidewalks and provide sufficient street trees to create a tree canopy to shade sidewalks. We will provide recommendations on the circulation system and streetscape diagrams.

The MIG Team will ensure the standards are consistent with new State legislation like Assembly Bill (AB) 413 (daylighting intersections) and AB 43 (lowering speed limits in commercial and safety corridors). We will develop recommendations that also balance modal priority per the General Plan, and safe systems approach (SB 932). MIG will develop visual graphics to present the streetscape concepts. MIG will submit a draft memo outlining the streetscape concepts and standards for City staff review and feedback. The scope assumes City will provide one set of consolidated non-conflicting comments on the draft standards.

Task 2.4 Deliverables

- Circulation Plans (Illustrator/CAD/PDF/PPT)
- Streetscape Standards Diagrams (Illustrator/PDF/PPT)
- Streetscape Concepts Memo (Word/ PPT/PDF)

Task 2.5 Multimodal Transportation Analysis

The MTA scope assumes that most of the study intersections will overlap with the DTPP, and the cumulative conditions will be the same for both MBPP and DTPP. The final design of the Grade Separation and Access Project is currently underway. Therefore, it is presumed that the MTA will reflect the

transportation network with the grade separation project under cumulative conditions, both with and without project.

The tasks to be included in the MTA are:

1. Trip generation estimates with the use of Mountain View travel demand model for trip distribution. Estimates of trips to be added to the surrounding roadway network by the proposed developments will be based on the trip generation rates recommended by the Institute of Traffic Engineers (ITE)' Trip Generation Manual, 11th Edition and the applicable internal/transit trip reductions recommended by the VTA's Transportation Impact Analysis (TIA) Guidelines (2014) or the MXD model, as directed by the City. Trips generated by existing uses on site will be credited using ITE trip generation rates. The travel demand model will be used to determine the trip distribution patterns for the project. The scope assumes that the model will be available and ready to be used for the project without further calibration and validation. The model will be updated with the proposed MBPP and DTPP land uses, if needed, to determine the trip distribution patterns with the MBPP and DTPP. The MBPP traffic will be assigned to the roadway network based on the distribution patterns and the locations/capacities of parking facilities. Hexagon will prepare a memo with the trip generation estimates and trip distribution/assignment patterns for review and approval by City staff.

2. Refinement of Study Area. Based on the trip generation estimates, the study intersections and freeway segments will be finalized. The study intersections will be selected according to the 10 trips per lane guideline provided by the VTA TIA guidelines and may include unsignalized intersections. The scope assumes most of the study intersections will overlap with the DTPP, and the MBPP will include 5 additional intersections in the MBPP area as part of the constraints analysis, if needed. Hexagon will prepare a memo with a proposed study area for review and approval by City staff prior to completing the following tasks.

3. Existing Conditions Evaluation. Existing conditions presented in the constraints analysis will be included in the MTA and will describe the street network that provides access to the plan area, pedestrian and bicycle facilities/connections in the project vicinity, and transit services. The MTA will evaluate traffic conditions at the study intersections. The existing traffic conditions will be evaluated using the software TRAFFIX, which employs the Highway Capacity Manual (HCM) methodology for intersection analyses and is the designated level of service methodology for the City of Mountain View.

New AM and PM peak-hour turning movement counts will be collected for the study intersections. The scope assumes that AM (7 to 10 AM) and PM (4 to 7 PM) peak-hour traffic counts will be collected. The physical characteristics of the site and the surrounding roadway network will be reviewed to identify existing roadway cross-sections, intersection lane configurations, traffic control devices, and surrounding land uses.

4. Intersection Traffic Operations Analysis for existing plus conditions. It is our understanding that the MBPP includes some near-term developments. Therefore, intersection traffic operations analysis will be performed for the existing plus project conditions, if needed.

5. Intersection Traffic Operations Analysis for cumulative conditions without and with the MBPP. Intersection effects associated with the MBPP will be evaluated relative to no project conditions.

Cumulative conditions represent the buildout of the General Plan, including the DTPP and MBPP. Cumulative traffic volumes will be derived from the Mountain View travel demand model and adjusted based on the existing intersection counts. Hexagon assumes that the General Plan model will be ready to be used to represent cumulative conditions. The model's land uses for the project zone will be reviewed to determine whether additional modifications are needed to generate the cumulative conditions traffic volumes.

A signal warrant analysis will be conducted for unsignalized study intersections that will operate at an unacceptable level of service under project conditions.

If the project would add a significant number of left-turning vehicles to any study intersections, the adequacy of the existing/planned storage at turn pockets will be assessed by means of comparison with expected maximum vehicle queues. Vehicle queues will be estimated using a Poisson probability distribution. The scope assumes up to 6 intersection/driveway locations will be analyzed for queuing.

6. Freeway Segment Capacity Evaluation. The magnitude of project trips on freeway segments near the site will be determined based on the project trip estimate described above. The number of trips on nearby freeway will be compared to the CMP's threshold for determining the need for freeway level of service analysis. Freeway segments that require a level of service analysis will be analyzed for the AM and PM peak hours as required by the CMP guidelines. The results of this task will be documented in the study.

7. Pedestrian Facility and Operations Evaluation. The City's PQOS Map will be used to identify whether the project trips or design would affect the existing PQOS on the surrounding streets and whether there are existing pedestrian connection gaps in the project vicinity.

8. Bicycle Facility and Operations Evaluation. The City's BLTS Map will be used to identify whether the project trips or design would affect the existing BLTS on the surrounding streets and to identify access to low BLTS streets.

9. Evaluation of Transit Operations. An analysis of the project's effect on transit services/facilities and transit vehicle delay in the study area will be conducted.

10. Traffic Calming Evaluation. The analysis will evaluate the MBPP requirements for traffic calming designs and evaluate the effects of the project traffic on surrounding neighborhood streets.

The MIG Team will submit a draft memo outlining the Multimodal Transportation Analysis for City staff review and feedback. The scope assumes City will provide one set of consolidated non-conflicting comments on the draft memo. This scope includes addressing one round of City comments.

Task 2.5 Deliverables

- Multimodal Transportation Analysis (Word/PDF)

Task 2.6 Parking and TDM Concepts

The MIG Team will work with City staff to review and update the parking guidance and standards to align with State legislation including AB 2097 (removes parking requirements in high-quality transit areas), AB 1317 (unbundled parking for new residential in Santa Clara County), and AB 894 (shared parking analysis using peer-reviewed methods develop by professional planning associations). We will also incorporate the Metropolitan Transportation Commission (MTC) Transit-Oriented Communities (TOC) Policy. The MIG Team will describe the different levels of parking demand and trip generation for up to two project alternatives. We will use peer-reviewed shared parking model and methods, and a straightforward and empirically validated method of estimating vehicle trip generation for mixed-use developments (US Environmental Protection Agency (EPA) mixed-use trip generation model).

The MIG Team will submit a draft memo outlining the parking and TDM concepts (including options for community discussion) for City staff review and feedback. The scope assumes City will provide one set of consolidated non-conflicting comments on the draft memo.

Task 2.6 Deliverables

- Parking Demand Analysis (Word/Excel/PDF)
- Parking and TDM Strategies Memo (Word/PDF)

Task 2.7 Signage and Wayfinding Concepts

MIG will prepare updated signage and wayfinding concepts, focused on maintaining a visually appealing and navigable pedestrian-oriented, urban environment, ensuring businesses can convey their messages while preserving the character and aesthetics of the Project Area. MIG will submit a draft memo outlining the updated signage and wayfinding concepts for City

staff review and feedback. The scope assumes City will provide one set of consolidated non-conflicting comments on the draft memo.

Task 2.7 Deliverables

- Signage and Wayfinding Concepts Memo (Word/PDF)

Task 2.8 Utilities Study and Water Supply Assessment

The MIG Team will prepare a Utility Study that will include providing hydraulic computer modeling analyses for two of the City's wet utility systems: Potable Water and Sanitary Sewer. Two conditions will be studied to support the CEQA process: Existing and Future Cumulative. The Future Cumulative condition will be studied assuming both the DTPP and MBPP are combined, therefore the modeling effort will be equally shared between the two projects for this condition. Each condition will develop project-specific water/sewer demands and be analyzed for pre-project and post-project deficiencies to determine project impacts to the City's infrastructure for the final preferred land use alternative. Deficiencies will be based on City adopted performance criteria for each wet utility system.

The MIG Team anticipates preparing one draft report and one final report. The UIS report will summarize project water demands/sewage generation, hydraulic results including existing capacity and future capacity with CIPs, and project fair-share contribution to future required infrastructure improvements. The computer modeling effort will utilize models previously prepared as part of the City-wide master planning projects. Cost estimating for CIPs will be based on City-provided unit costs and escalation factors.

The MIG Team will also prepare a Water Supply Assessment (WSA) in accordance with SB 610 for the City's CEQA work in connection with the project. We are assuming the project does not include residential subdivision or tract map preparation, so a Written Verification of Supply per SB 221 is not required. Information for the report will primarily come from the project planning documents and the City of Mountain View 2020 Urban Water Management Plan. The WSA will be prepared in coordination with the City's guidance, including water demand factors provided by the City. The WSA will include documentation of wholesale water supply, total water supply, project demand analysis, documentation of dry year supply and demand, SFPUC supply restrictions, and determine if projected supply is sufficient.

Task 2.8 Deliverables

- Utilities Study (Word/PDF)
- Water Supply Assessment (Word/PDF)

Task 2.9 Permitting and Regulatory Streamlining Concepts

MIG will develop recommendations for options the City can take to help streamline project permitting and approvals as part of the Precise Plan process. This may include new administrative procedures, development incentives, and environmental streamlining options (for projects that can tier off of the EIR). The goal is to help create incentives and provide property owners and developers with more transparency and clarity to the process. MIG will submit a draft memo outlining the permitting and regulatory streamlining concepts (including options for community discussion) for City staff review and feedback. The scope assumes City will provide one set of consolidated non-conflicting comments on the draft memo.

Task 2.9 Deliverables

- Permitting and Regulatory Streamlining Concepts Memo (Word/PDF)

Task 2.10 Public Art and Placemaking Concepts

MIG will consider public art and placemaking strategies to allow and support engaging, interactive, and varying experiences that will draw visitors and help define the City's identity. The strategies will be focused on identifying a range of placemaking strategies that will help support the unique character, history, culture, and form of the Moffett Boulevard area. MIG will also coordinate City staff (Economic Vitality Manager) to ensure the concurrent efforts led by the City dovetails with the overall public art strategy for the MBPP. MIG will submit a draft memo outlining the public art and placemaking concepts (including options for community discussion) for City staff review and feedback. The scope assumes City will provide one set of consolidated non-conflicting comments on the draft memo.

Task 2.10 Deliverables

- Public Art and Placemaking Concepts Memo (Word/PDF)

Task 2.11 Small Business Strategies

The MIG Team will develop a series of policies that support small business within the Planning Area. These strategies will be developed from a combination of stakeholder feedback, economics analysis developed during other tasks, and best practices analysis. The primary goal of this strategy document will be to promote neighborhood serving businesses (especially from a land use perspective) and to ensure new development includes space for ground floor commercial. The MIG Team will also develop strategies to

support businesses locating and be successful in these ground floor spaces. In addition, the MIG team will also develop strategies for the retention of existing businesses. The various strategies will be organized, if necessary, but different areas within the Planning Area to ensure there is a nuanced approach for different types of business and parcel sizes. MIG will submit a draft memo outlining the small business strategies (including options for community discussion) for City staff review and feedback. The scope assumes City will provide one set of consolidated non-conflicting comments on the draft memo.

Task 2.11 Deliverables

- Small Business Strategies Memo (Word/PDF)

Task 2.12 Concept Alternatives Summary

MIG will consolidate the information, concepts, and options prepared during the prior tasks and develop a comprehensive, concise, and visually appealing Alternatives Summary. The summary will be focused on key concepts and policy/land use choices for review, discussion, and refinement by the community. The goal of this document will be to easily convey complex planning, design, mobility, and economic development concepts to the community, including the relative tradeoffs of different policy and planning choices. The summary will be developed in InDesign and will include associated maps, graphics, visualizations, and tables necessary to convey the concepts. MIG will submit a draft Alternatives Summary for City staff review and feedback. The scope assumes City will provide one set of consolidated non-conflicting comments on the draft summary.

Task 2.12 Deliverables

- Draft Moffett Boulevard Precise Plan Alternatives Summary (InDesign/PDF)
- Final Moffett Boulevard Precise Plan Alternatives Summary (InDesign/PDF)

Task 2.13 Community Engagement Series #2: Alternatives

The MIG Team will conduct a series of meetings, pop-up events, workshops, and surveys during Phase 2 of the project. The purpose of these activities is to hear community feedback on the various plan alternatives. The alternatives will be a combination of maps (e.g., updated Land Use and Mobility Diagrams), new policy concepts, and big moves that will help position Moffett Boulevard Project Area for a successful future. MIG will prepare all meeting

agendas, presentations, materials, and exercises. This round of community meetings and events will include the following:

- **Targeted Outreach.** The MIG Team will conduct focused outreach to key property owners, business owners, and community groups to directly engage them on the project. This will include direct calls and in-person discussions with stakeholders to fully understand their desires and concerns for the future of the Project Area. This will provide an opportunity to discuss the alternatives directly with stakeholders during more casual conversations. The budget for this task assumes Community Strong Strategies reaching out to 20 individuals (which can include a combination of business owners, community groups, organizations, etc.).
- **Pop-Up Event.** MIG will prepare materials for and staff one (1) two-to-three-hour pop-up event. The pop-up event should be timed to coincide with an existing community event or busy time of the week. The purpose of this event is twofold: (1) solicit community feedback easily on the alternatives; and (2) promote and advertise the upcoming Community Workshop and Survey. MIG will provide two staff for the pop-up event to facilitate discussions, hand out materials, and record comments.
- **Community Workshop (in-person).** MIG will prepare materials for and facilitate one (1) in-person community workshop that builds upon all ideas received to date. MIG will conduct special outreach to a long list of residents, business owners, and other stakeholders to garner strong community interest. The agenda for this workshop will include a discussion on the various alternatives for the Project Area. This will be followed by activities to help frame a preferred alternative for the Project Area. MIG will provide three staff for this workshop to facilitate, record comments, and assist with break-out groups and logistics. Additional City staff may be needed to facilitate break-out groups. The workshop materials will be prepared in English, and the MIG Team will have Spanish, Chinese, and Russian language interpreters available during the event. MIG staff will record comments on a large wallgraphic as a key tool to assist with meeting facilitation.
- **Community Workshop (virtual).** MIG will prepare materials for and facilitate one (1) virtual community workshop. The agenda, questions, and format of the virtual workshop will mirror that of the in-person workshop. MIG will provide four staff for this workshop to facilitate,

record comments, manage Zoom logistics, and assist with break-out groups. Additional City staff may be needed to facilitate break-out groups. The workshop materials will be prepared in English, and the MIG Team will have Spanish, Chinese, and Russian language interpreters available during the event. MIG staff will record comments on a large virtual wallgraphic as a key tool to assist with meeting facilitation.

- **Community Survey.** MIG will develop an online survey that will be distributed to gather feedback on the various alternatives for the Project Area. The materials for the survey will be similar materials that will be presented at the community meetings and will leverage to make the survey to make them engaging for online users. We will translate the survey in Spanish, Chinese, and Russian. The survey will be shared via links and email networks, and the project consultant team will develop email blurbs and flyers for project partners to share. It is anticipated that the survey will be live for approximately two to three weeks, running in parallel to the pop-up events, workshops, meetings, and other engagement activities.

After the conclusion of all meetings, surveys, and events, MIG will develop a combined summary of comments in a PowerPoint format. The summary will allow for a highly visual and concise document that is easily understood by the community and accessible in a digital format. The summary will include “major themes” heard from the community, as well as all community comments. The scope assumes the City will provide one set of consolidated non-conflicting comments on each summary.

Task 2.13 Deliverables

- Meeting/Workshop Agendas (Word/PDF)
- Meeting/Workshop Presentations (PPT/PDF)
- Meeting Materials (InDesign/Illustrator/PDF/Hard Copies)
- Pop-Up Event Materials (InDesign/Illustrator/PDF/Hard Copies)
- Graphic Recordings (Digital/Hand Drawn)
- Community Survey (Mapita/Digital/PDF)
- Community Engagement Series #1 Summary (Word/PPT/PDF)

Task 2.14 Preferred Concept and Fiscal Analysis

MIG will update the materials prepared during the prior tasks and develop an emerging Preferred Alternative for the Project Area. The Preferred Alternative will be described in a MBPP preferred alternative presentation which will include the major programming, design, and site features. The MIG Team will

perform a high-level fiscal analysis of the preferred alternative (land use plan) to identify its potential benefits/impacts on the City's operation funds. The fiscal analysis will be conducted post the finalization of the preferred alternative. It will be developed in a concise, strategic presentation format used in the following tasks.

Task 2.14 Deliverables

- Moffett Boulevard Precise Plan Preferred Concept (PPT/PDF)

PHASE 3: DRAFT PRECISE PLAN AND EIR

(10 Months)

Task 3.1 Precise Plan Framework

MIG will prepare a detailed outline of the new Precise Plan document that includes a detailed table of contents, outline of anticipated maps and graphics, and overall style guide. The purpose of this task is to review Plan design and organization options with City staff. As part of this task, MIG's graphic design team will also prepare two or three design layout concepts for City staff review and feedback. The scope assumes City will provide one set of consolidated non-conflicting comments on the Precise Plan framework structure, design, and content.

Task 3.1 Deliverables

- Precise Plan Framework (Word/PDF)
- Document Design Options (InDesign/PDF)

Task 3.2 California Environmental Quality Act Strategy

MIG, in close coordination with City staff, will develop a CEQA Strategy approach prior to initiation of the EIR. The purpose of these discussions is to review and confirm ways we can develop both the Precise Plan and EIR to help facilitate and streamline subsequent development projects. There are options to this approach, and we will make sure that both documents are well-aligned and allow for regulatory incentives. This task also includes discussions to confirm necessary technical studies that may be required based on the outcomes of subsequent tasks.

Task 3.2 Deliverables

- CEQA Strategy Memo (Word)

Task 3.3 Admin Draft Moffett Boulevard Precise Plan

Based on the work and community engagement described above, the MIG Team will identify a preferred development scenario and develop the Administrative Draft Precise Plan. The Plan will meet all State legislative requirements including maps and illustrations of the Planning Area, land uses and density/intensity, design guidelines, essential infrastructure, and an implementation plan. The Administrative Draft will be a Word document with attached images and figures. The Plan is envisioned to include the following key areas:

- **Vision for Moffett Boulevard Project Area:** An introductory chapter will define the vision for the project area and describe how community and stakeholder input influenced the plan concepts and provide a summary and users' guide.
- **Development and Urban Design Plan:** This chapter will incorporate land use regulations, development standards, and urban design requirements (landscaping, hardscaping, art, etc.), and will identify key development opportunities. It will include Land Use Mix, Objective Development Standards, Design Standards, Signage Regulations, and other Development Strategies, Public Art and Placemaking, Cultural/Ethnic Diversity and Landscaping, Trees and Open Space.
- **Mobility Plan:** This chapter will include the provision of complete streets and multimodal circulation. It will support the long-standing aim to establish a strong pedestrian and nonmotorized vehicle circulation system. It will include Streetscape Standards, Parking and TDM Regulations.
- **Sustainability Plan:** This chapter will define strategies and opportunities to incorporate green infrastructure and stormwater treatment, as well as sustainable building practices into public and private projects.
- **Infrastructure Plan:** This chapter will define infrastructure service improvements. It will include high-level engineering and infrastructure evaluations and estimates for a plan and estimated budget.
- **Administration and Implementation Plan:** This chapter will address how the City will administer MBPP provisions and implement the planned public improvements for the entire Project Area. We will include economic development policies and strategies as well as an infrastructure financing strategy.

The scope assumes City will provide one set of consolidated non-conflicting comments on the Admin Draft Moffett Boulevard Precise Plan.

Task 3.3 Deliverables

- Administrative Draft Precise Plan (Word/PDF)

- Supporting Figures, Images, and Illustrations (GIS/Illustrator/SketchUp/PDF)

Task 3.4 Public Review Draft Moffett Boulevard Precise Plan

MIG will update the draft Moffett Boulevard Precise Plan based on City staff feedback. This task includes updates to the document to prepare a public draft Plan. This will include laying out the entire document in InDesign and developing a detailed suite of graphics, visualizations, maps, and other supporting materials. The scope assumes City will provide one set of consolidated non-conflicting comments on the updated Precise Plan document.

Task 3.4 Deliverables

- Public Review Draft Precise Plan (InDesign)

Task 3.5 Community Engagement Series #3: Open House

The MIG Team will conduct a series of open houses during Phase 3 of the project. The purpose of these activities is to present the draft Precise Plan and hear community feedback on the strategies, goals, actions, and policies included in the document. MIG will prepare all meeting agendas, presentations, materials, and exercises.

As part of this task, MIG will plan and facilitate two community open houses on the draft Precise Plan (either in-person or virtual). The MIG Team will be available to answer questions about the project and the draft Plan elements. This will provide an opportunity for members of the community to provide feedback on the draft elements, including the vision, goals, policies, and programs. MIG will prepare large boards or posters that describe each of the draft elements, highlighting new policy concepts and major changes from the existing Plan. MIG, in coordination with City staff, will be responsible for developing the content, printing materials, and facilitating each open house. MIG will provide three to four staff for this workshop to facilitate, record comments, and assist with breakout groups and logistics. The workshop materials will be prepared in English, and the MIG Team will have Spanish, Chinese, and Russian language interpreters available during the event.

After the conclusion of the open houses, MIG will develop a combined summary of comments in a PowerPoint format. The summary will allow for a highly visual and concise document that is easily understood by the community and accessible in a digital format. The summary will include “major themes” heard from the community, as well as all community

comments. The scope assumes the City will provide one set of consolidated non-conflicting comments on each summary.

Task 3.5 Deliverables

- Open House Agenda (Word/PDF)
- Open House Presentation (PPT/PDF)
- Open House Materials (InDesign/Illustrator/PDF/Hard Copies)
- Graphic Recordings (Digital/Hand Drawn)

Task 3.6 Revised Moffett Boulevard Precise Plan

MIG will update the Moffett Boulevard Precise Plan based on community feedback and City Council direction. This task includes updates to the document that may be necessary to complete for the CEQA process, prior to the public meetings and hearings covered under Phase 3. The scope assumes City will provide one set of consolidated non-conflicting comments on the updated Precise Plan document.

Task 3.6 Deliverables

- Revised Moffett Boulevard Precise Plan (InDesign, PDF)

Task 3.7 CEQA Notice of Preparation (NOP)

Once a stable Project Description has been developed for the Precise Plan, MIG will prepare an Initial Study (IS) and a Notice of Preparation (NOP). MIG will conduct one scoping meeting that CEQA requires for projects of this scope and size. We will have two staff attend the meeting to facilitate the discussion and provide note/recording. The IS will identify key issue areas and screen from further review areas of no impact. City staff would compile the NOP mailing list (with MIG's assistance), distribute the NOP, and secure the scoping meeting location.

Task 3.7 Deliverables

- Notice of Preparation and Initial Study (Word, PDF)
- Meeting Presentation (PPT/PDF)
- Meeting Summary (Word/PDF)

Task 3.8 CEQA Admin Draft EIR

MIG will prepare an Administrative Draft EIR with text, illustrations, and tables which clearly and concisely describe the proposed Moffett Boulevard Precise

Plan and any associated, necessary General Plan revisions that may be proposed by the Precise Plan. MIG will prepare a comprehensive Draft EIR that is anticipated to include the following chapters/sections:

- **Introduction and Summary.** The Introduction and Summary sections will include CEQA processes, background information about the Precise Plan, a summary of the public scoping process, areas of known controversy, and an overview of the findings presented in the EIR, including a summary table of impacts and mitigation measures.
- **Project Description.** MIG will work with City staff to develop a clear and accurate CEQA project description that complies with Section 15124 of the CEQA Guidelines and facilitates CEQA consistency review of future Design Review and Use Permit projects. The administrative draft project description will be subject to one round of review by the City.
- **Environmental Settings, Impacts, and Mitigation Measures.** MIG will describe the environmental setting and regulatory setting and prepare an analysis of the direct and indirect environmental impacts of the Precise Plan which will be clearly and specifically based on evaluation criteria and significance thresholds and accounts for the City's future CEQA consistency evaluations for Design Review and Use Permit projects. The EIR will identify feasible programmatic mitigation measures that could lessen or avoid significant impacts. The following are expected to be the environmental issues, as described in CEQA Guidelines Appendix G (Environmental Checklist Form), each of which will have its own EIR chapter: aesthetics, air quality and GHGs, biological resources, cultural and tribal cultural resources, energy, geology and soils, hazards and hazardous materials, hydrology and water quality, land use and planning, population and housing, noise, public services and recreation, transportation, and utilities.
- **Project Alternatives and Other CEQA Requirements.** MIG will consult with City staff to identify project alternatives that would avoid or reduce significant impacts identified in the Draft EIR. MIG assumes the Alternatives discussion would include a no-project alternative and up to two other alternatives. The alternatives discussion will be a distinct chapter in the Draft EIR. The EIR will also discuss other CEQA-required topics, including Significant Unavoidable Impacts, Growth Inducement, Effects Found Less than Significant, Significant Irreversible Commitment of Resources, and Cumulative Impacts.

MIG will submit a comprehensive Admin Draft EIR to City staff for their review and feedback. The scope assumes the City will provide one set of consolidated, non-conflicting comments on the Admin Draft EIR.

Task 3.8 Deliverables

- Administrative Draft EIR (Word/PDF)

Task 3.9 CEQA Public Review Draft EIR

MIG will prepare a Screencheck (pre-print) version of the Draft EIR based on one consolidated set of internally consistent comments from City staff on the Administrative Draft. Prior to publication, an electronic version of the Screencheck will be provided to City staff for final review and approval. Based on City staff comments/approval of the Screencheck, MIG will complete any necessary final revisions and provide one electronic version of the published Draft EIR to the City. The City will be responsible for printing hard copies. Following City sign-off, MIG will circulate an electronic copy of the DEIR to the State Office of Planning and Research (OPR) Clearinghouse, public agencies, and interested parties identified on the City's mailing list for the 45-day public review period. MIG will prepare the Notice of Completion (NOC) for the published Draft EIR (City staff will provide the letterhead template); City staff will post the NOC with the County Clerk.

Task 3.9 Deliverables

- Screencheck Draft EIR (Word/PDF)
- Draft EIR for Circulation (Word/PDF)

Task 3.10 CEQA Final EIR

MIG will prepare the Responses to Comments/Final EIR that includes responses to written public and agency comments received during the CEQA-required 45-day public review period and as necessary, revisions to the text or exhibits contained in the Draft EIR. This task will also include a Mitigation Monitoring and Reporting Program (MMRP). The City shall prepare Project Findings and Statement of Overriding Considerations (if needed). MIG will also prepare the Notice of Determination (NOD) for posting by City staff with the County Clerk. An electronic version of each will be provided to the City. MIG will send the NOD to the State Clearinghouse.

The budget assumes approximately 20 comment letters will be submitted on this project. If the Draft EIR receives a significantly higher number of public

comments, MIG will coordinate with City staff to confirm the appropriate level-of-effort needed to respond to all comments (and some additional budget may be necessary from the Project Contingency). The scope assumes City will provide one set of consolidated non-conflicting comments on the Final EIR.

Task 3.10 Deliverables

- Draft Responses to Comments/Final EIR (Word/PDF)
- Final Responses to Comments/Final EIR (Word/PDF)

Task 3.11 Staff Training

MIG will conduct three City staff training sessions to review the Moffett Boulevard Precise Plan and educate staff on what new concepts are included in the plan and how they should be administered. This would include training on new or unique concepts and policies, such as Project Area-specific Form Based Code, density bonuses, etc. We propose to hold two of these training sessions in-person at City hall and a third virtually through Zoom. The virtual session will be recorded so it can be used later by staff as a reference.

Task 3.11 Deliverables

- Staff Training Materials (PPT, Word)
- Recorded Virtual Training Session (Zoom)

PHASE 4: MOFFETT BOULEVARD PRECISE PLAN REVIEW AND APPROVAL (6 months)

Task 4.1 Environmental Planning Commission Public Hearing

MIG will meet with the Planning Commission to conduct a formal public hearing on the draft Moffett Boulevard Precise Plan. During the hearing, the Commission may direct changes to the Plan and the EIR. We recommend that rather than incorporating those revisions into the public hearing draft, that we present those revisions as part of the City Council public hearing staff report. Alternatively, MIG can prepare red-line changes of the affected sections of the Plan for presentation to the Council. MIG will have two staff members at these meetings to present and facilitate the discussion and gather feedback. City staff will be responsible for preparing formal notices and staff reports.

Task 4.2 Deliverables

- Meeting Agendas (Word/PDF)

- Meeting Presentations (PPT/PDF)

Task 4.2 City Council Public Hearing (First Reading)

MIG will meet with the City Council to conduct a formal public hearing and first reading of the draft Moffett Boulevard Precise Plan. MIG will have two staff members at these meetings to present and facilitate the discussion and gather feedback. City staff will be responsible for preparing formal notices and staff reports.

Task 4.3 Deliverables

- Meeting Agendas (Word/PDF)
- Meeting Presentations (PPT/PDF)

Task 4.3 Final Moffett Boulevard Precise Plan

Following Council direction on the draft Moffett Boulevard Precise Plan and EIR, MIG will incorporate those revisions into the Plan and produce a final version. The scope assumes, based on the City Council's direction, City will provide MIG with a clear direction with consolidated non-conflicting comments on the refinements to the final Precise Plan. City staff will provide one review of the final Precise Plan before it is incorporated into the Council's agenda packet.

Task 4.4 Deliverables

- Final Moffett Boulevard Precise Plan Document (InDesign/PDF)

Task 4.4 City Council Adoption Hearing (Second Reading)

MIG will meet with the City Council to conduct a formal public hearing and second reading of the Moffett Boulevard Precise Plan. MIG will have two staff members at these meetings to present and facilitate the discussion and gather feedback. City staff will be responsible for preparing formal notices and staff reports.

Task 4.5 Deliverables

- Meeting Agendas (Word/PDF)
- Meeting Presentations (PPT/PDF)

PHASE 5: ONGOING PROJECT COORDINATION (ongoing)

Task 5.1 Public Agency Coordination

MIG will attend up to 10 one-hour in-person (or virtual) meetings with staff from the City of Mountain View, Valley Transportation Authority (VTA), Caltrain, Mountain View Fire and Police Departments, school districts, and other public agencies as needed during the project to review and confirm major Plan components. These meetings are envisioned to take place during the project on an as-needed basis.

Task 5.1 Deliverables

- Meeting Agendas (Word)
- Meeting Summaries (Email)

Task 5.2 Ongoing Project Team Coordination

Key staff from MIG will attend bi-monthly one-hour project management virtual meetings. It is envisioned that these meetings will include Dan Amsden (Principal-in-Charge), Rishi Dhody (Project Manager), and Sagarika Nambiar (Project Associate) and other team members as needed to discuss specific topics and deliverables. This task also includes internal team coordination during the project. This task also includes MIG's time for ongoing project management, team coordination during the project, and monthly project invoices and status reports.

Task 5.2 Deliverables

- Meeting Notes (email)
- Project Status Reports (PDF)
- Invoices (PDF)

Task 5.3 Ongoing Coordination Meetings with Downtown Precise Plan

Key staff from MIG will attend one-hour project management virtual meetings once every month to coordinate tasks and efforts between the Moffett Boulevard and Downtown Precise Plan projects. It is envisioned that these meetings will include Dan Amsden (Principal-in-Charge), Rishi Dhody (Project Manager) and other MIG team members as needed to discuss specific topics and deliverables.

Task 5.3 Deliverables

- Meeting Notes (email)

Task 5.4 Design Charrette – Alternatives and Preferred Alternative Concept

Key staff from MIG will attend two-hour design charrette meetings during two stages of the project: design alternatives and preferred alternative. The purpose of these meetings is to coordinate the design alternatives between the Moffett Boulevard and Downtown Precise Plans and invite City staff to advise on the design alternatives. MIG can host these meetings in-person at our Berkeley office (which has large meeting space available) or at a mutually agreed location. It is envisioned that these meetings will include Dan Amsden (Principal-in-Charge), Rishi Dhody (Project Manager) and other MIG team members as needed to discuss specific topics and deliverables.

Task 5.4 Deliverables

- Meeting Agenda (Word)
- Meeting Presentation (PPT)

Task 5.5 Scope, Budget, and Schedule Coordination

This task includes coordination time with sub consultants and City staff to refine the scope, budget, and schedule for the Moffett Boulevard Precise Plan prior to execution of the project contract. This task also includes time for quarterly check-in on the progress of the project and contract with City staff.

Task 5.5 Deliverables

- Final Contract Materials (Word/Excel/InDesign/PDF)
- Ongoing Contract Reviews (emails)

PROJECT SCHEDULE

The Project Schedule diagram on the following page shows how the phases and tasks outlined in the Scope of Work can be completed within a 21-month timeframe. A key strategy is to initiate the environmental review and analysis work early in the process. This will allow the required CEQA analysis to be conducted in parallel with Precise Plan land use and policy development, further ensuring that the Plan will be “self-mitigating.” While this is an aggressive schedule, we feel that it is achievable given the substantial body of supporting work the City has already accomplished.

City of Mountain View: Moffett Boulevard Precise Plan

PROCESS SCHEDULE
UPDATED APRIL 03, 2024

