

# **Standard Professional Services Agreement (“PSA”)**

## **Revision G – October 2021**

### AGREEMENT FOR PROFESSIONAL SERVICES

This agreement ("Agreement"), dated as of December 16, 2025 (“Effective Date”) is by and between the County of Sonoma, a political subdivision of the State of California (hereinafter "County"), and PlaceWorks, Inc. (hereinafter "Consultant").

### R E C I T A L S

WHEREAS, Consultant represents that it is a duly qualified environmental science, urban and comprehensive planning firm, experienced in the preparation of developing general plans with site analysis, and related services; and

WHEREAS, in the judgment of the Board of Supervisors, it is necessary and desirable to employ the services of Consultant to complete the second phase of a General Plan Update for Sonoma County, which includes planning and participation in engagement activities, existing conditions analysis, development of land use policies and general plan updates, associated environmental review documentation and analysis, and overall management of related components of a comprehensive plan update.

NOW, THEREFORE, in consideration of the foregoing recitals and the mutual covenants contained herein, the parties hereto agree as follows:

### A G R E E M E N T

#### 1. Scope of Services.

##### 1.1 Consultant's Specified Services.

Consultant shall perform the services described in Exhibit “A,” attached hereto and incorporated herein by this reference (hereinafter "Scope of Work"), and within the times or by the dates provided for in Exhibit “A” and pursuant to Article 7, Prosecution of Work. In the event of a conflict between the body of this Agreement and Exhibit “A”, the provisions in the body of this Agreement shall control.

##### 1.2 Cooperation With County. Consultant shall cooperate with County and County staff in the performance of all work hereunder.

##### 1.3 Performance Standard. Consultant shall perform all work hereunder in a manner consistent with the level of competency and standard of care normally observed by a person practicing in Consultant's profession. County has relied upon the

professional ability and training of Consultant as a material inducement to enter into this Agreement. Consultant hereby agrees to provide all services under this Agreement in accordance with generally accepted professional practices and standards of care, as well as the requirements of applicable federal, state and local laws, it being understood that acceptance of Contractor's work by County shall not operate as a waiver or release. If County determines that any of Consultant's work is not in accordance with such level of competency and standard of care, County, in its sole discretion, shall have the right to do any or all of the following: (a) require Consultant to meet with County to review the quality of the work and resolve matters of concern; (b) require Consultant to repeat the work at no additional charge until it is satisfactory; (c) terminate this Agreement pursuant to the provisions of Article 4; or (d) pursue any and all other remedies at law or in equity.

#### 1.4 Assigned Personnel.

- a. Consultant shall assign only competent personnel to perform work hereunder. In the event that at any time County, in its sole discretion, desires the removal of any person or persons assigned by Consultant to perform work hereunder, Consultant shall remove such person or persons immediately upon receiving written notice from County.
- b. Any and all persons identified in this Agreement or any exhibit hereto as the project manager, project team, or other professional performing work hereunder are deemed by County to be key personnel whose services were a material inducement to County to enter into this Agreement, and without whose services County would not have entered into this Agreement. Consultant shall not remove, replace, substitute, or otherwise change any key personnel without the prior written consent of County.
- c. In the event that any of Consultant's personnel assigned to perform services under this Agreement become unavailable due to resignation, sickness or other factors outside of Consultant's control, Consultant shall be responsible for timely provision of adequately qualified replacements.

#### 2. Payment.

For all services and incidental costs required hereunder, Consultant shall be paid on a time and material/expense basis in accordance with the budget set forth in Exhibit B, provided, however, that total payments to Consultant shall not exceed \$3,770,853.00, without the prior written approval of County. Consultant shall submit its bills in arrears on a monthly basis in a form approved by County's Auditor and the Head of the County Department receiving the services. The bills shall show or include: (i) the task(s) performed; (ii) the time in quarter hours devoted to the task(s); (iii) the hourly rate or rates of the persons performing the task(s); and (iv) copies of receipts for

reimbursable materials/expenses, if any. Expenses not expressly authorized by the Agreement shall not be reimbursed.

Unless otherwise noted in this Agreement, payments shall be made within the normal course of County business after presentation of an invoice in a form approved by the County for services performed. Payments shall be made only upon the satisfactory completion of the services as determined by the County.

Pursuant to California Revenue and Taxation code (R&TC) Section 18662, the County shall withhold seven percent of the income paid to Consultant for services performed within the State of California under this agreement, for payment and reporting to the California Franchise Tax Board, if Consultant does not qualify as: (1) a corporation with its principal place of business in California, (2) an LLC or Partnership with a permanent place of business in California, (3) a corporation/LLC or Partnership qualified to do business in California by the Secretary of State, or (4) an individual with a permanent residence in the State of California.

If Consultant does not qualify, County requires that a completed and signed Form 587 be provided by the Consultant in order for payments to be made. If Consultant is qualified, then the County requires a completed Form 590. Forms 587 and 590 remain valid for the duration of the Agreement provided there is no material change in facts. By signing either form, the Consultant agrees to promptly notify the County of any changes in the facts. Forms should be sent to the County pursuant to Article 12. To reduce the amount withheld, Consultant has the option to provide County with either a full or partial waiver from the State of California.

3. Term of Agreement. The term of this Agreement shall be from “Effective Date” to July 31, 2029 unless terminated earlier in accordance with the provisions of Article 4 below.
4. Termination.

4.1 Termination Without Cause. Notwithstanding any other provision of this Agreement, at any time and without cause, County shall have the right, in its sole discretion, to terminate this Agreement by giving 5 days written notice to Consultant.

4.2 Termination for Cause. Notwithstanding any other provision of this Agreement, should Consultant fail to perform any of its obligations hereunder, within the time and in the manner herein provided, or otherwise violate any of the terms of this Agreement, County may immediately terminate this Agreement by giving Consultant written notice of such termination, stating the reason for termination.

4.3 Delivery of Work Product and Final Payment Upon Termination.  
In the event of termination, Consultant, within 14 days following the date of termination, shall deliver to County all\_ reports, original drawings, graphics, plans,

studies, and other data or documents, in whatever form or format, assembled or prepared by Consultant or Consultant's subcontractors, consultants, and other agents in connection with this Agreement and shall submit to County an invoice showing the services performed, hours worked, and copies of receipts for reimbursable expenses up to the date of termination.

4.4 Payment Upon Termination. Upon termination of this Agreement by County, Consultant shall be entitled to receive as full payment for all services satisfactorily rendered and reimbursable expenses properly incurred hereunder, an amount which bears the same ratio to the total payment specified in the Agreement as the services satisfactorily rendered hereunder by Consultant bear to the total services otherwise required to be performed for such total payment; provided, however, that if services which have been satisfactorily rendered are to be paid on a per-hour or per-day basis, Consultant shall be entitled to receive as full payment an amount equal to the number of hours or days actually worked prior to the termination times the applicable hourly or daily rate; and further provided, however, that if County terminates the Agreement for cause pursuant to Section 4.2, County shall deduct from such amount the amount of damage, if any, sustained by County by virtue of the breach of the Agreement by Consultant.

4.5 Authority to Terminate. The Board of Supervisors has the authority to terminate this Agreement on behalf of the County. In addition, the Purchasing Agent or Permit Sonoma Department Head, in consultation with County Counsel, shall have the authority to terminate this Agreement on behalf of the County.

## 5. Indemnification.

5.1. Professional Services Indemnification. For claims arising from the provision of professional services, Consultant agrees to accept responsibility for loss or damage to any person or entity, including County, and to defend, indemnify, hold harmless, and release County, its officers, agents, and employees, from and against any actions, claims, damages, liabilities, disabilities, or expenses, that may be asserted by any person or entity, including Consultant, that arise out of, pertain to, or relate to the negligence, recklessness, or willful misconduct of Consultant or its agents, employees, contractors, subcontractors, or invitees hereunder, whether or not there is concurrent or contributory negligence on County's part, but, to the extent required by law, excluding liability due to County's conduct.

5.2. General Indemnification. For claims not arising from the provision of professional services (e.g. claims related to bodily injury, personal injury, or property damage), Consultant agrees to accept all responsibility for loss or damage to any person or entity, including County, and to indemnify, hold harmless, and release County, its officers, agents, and employees, from and against any actions, claims, damages, liabilities, disabilities, or expenses, that may be asserted by any person or entity, including Consultant, that arise out of, pertain to, or relate to Consultant's or its agents', employees', contractors', subcontractors', or invitees' performance or

obligations under this Agreement. Consultant agrees to provide a complete defense for any claim or action brought against County based upon a claim relating to such Consultant's or its agents', employees', contractors', subcontractors', or invitees' performance or obligations under this Agreement. Consultant's obligations under this Section apply whether or not there is concurrent or contributory negligence on County's part, but to the extent required by law, excluding liability due to County's conduct. County shall have the right to select its legal counsel at Consultant's expense, subject to Consultant's approval, which shall not be unreasonably withheld. This indemnification obligation is not limited in any way by any limitation on the amount or type of damages or compensation payable to or for Consultant or its agents under workers' compensation acts, disability benefits acts, or other employee benefit acts.

6. Insurance. With respect to performance of work under this Agreement, Consultant shall maintain and shall require all of its subcontractors, consultants, and other agents to maintain, insurance as described in Exhibit C, which is attached hereto and incorporated herein by this reference.

7. Prosecution of Work. The execution of this Agreement shall constitute Consultant's authority to proceed immediately with the performance of this Agreement. Performance of the services hereunder shall be completed within the time required herein, provided, however, that if the performance is delayed by earthquake, flood, high water, or other Act of God or by strike, lockout, or similar labor disturbances, the time for Consultant's performance of this Agreement shall be extended by a number of days equal to the number of days Consultant has been delayed.

8. Extra or Changed Work. Extra or changed work or other changes to the Agreement may be authorized only by written amendment to this Agreement, signed by both parties. Minor changes, which do not exceed the delegated signature authority of the Department Head and which do not significantly change the scope of work or significantly lengthen time schedules may be executed by the Department Head in a form approved by County Counsel. The Board of Supervisors must authorize all other extra or changed work. The parties expressly recognize that, pursuant to Sonoma County Code Section 1-11, County personnel are without authorization to order extra or changed work or waive Agreement requirements. Failure of Consultant to secure such written authorization for extra or changed work shall constitute a waiver of any and all right to adjustment in the Agreement price or Agreement time due to such unauthorized work and thereafter Consultant shall be entitled to no compensation whatsoever for the performance of such work. Consultant further expressly waives any and all right or remedy by way of restitution and quantum meruit for any and all extra work performed without such express and prior written authorization of the County.

9. Representations of Consultant.

9.1 Standard of Care. County has relied upon the professional ability and training of Consultant as a material inducement to enter into this Agreement. Consultant hereby

agrees that all its work will be performed and that its operations shall be conducted in accordance with generally accepted and applicable professional practices and standards as well as the requirements of applicable federal, state and local laws, it being understood that acceptance of Consultant's work by County shall not operate as a waiver or release.

9.2 Status of Consultant. The parties intend that Consultant, in performing the services specified herein, shall act as an independent contractor and shall control the work and the manner in which it is performed. Consultant is not to be considered an agent or employee of County and is not entitled to participate in any pension plan, worker's compensation plan, insurance, bonus, or similar benefits County provides its employees. In the event County exercises its right to terminate this Agreement pursuant to Article 4, above, Consultant expressly agrees that it shall have no recourse or right of appeal under rules, regulations, ordinances, or laws applicable to employees.

9.3 No Suspension or Debarment. Consultant warrants that it is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in covered transactions by any federal department or agency. Consultant also warrants that it is not suspended or debarred from receiving federal funds as listed in the List of Parties Excluded from Federal Procurement or Non-procurement Programs issued by the General Services Administration. If the Consultant becomes debarred, consultant has the obligation to inform the County

9.4 Taxes. Consultant agrees to file federal and state tax returns and pay all applicable taxes on amounts paid pursuant to this Agreement and shall be solely liable and responsible to pay such taxes and other obligations, including, but not limited to, state and federal income and FICA taxes. Consultant agrees to indemnify and hold County harmless from any liability which it may incur to the United States or to the State of California as a consequence of Consultant's failure to pay, when due, all such taxes and obligations. In case County is audited for compliance regarding any withholding or other applicable taxes, Consultant agrees to furnish County with proof of payment of taxes on these earnings.

9.5 Records Maintenance. Consultant shall keep and maintain full and complete documentation and accounting records concerning all services performed that are compensable under this Agreement and shall make such documents and records available to County for inspection at any reasonable time. Consultant shall maintain such records for a period of four (4) years following completion of work hereunder.

9.6 Conflict of Interest. Consultant covenants that it presently has no interest and that it will not acquire any interest, direct or indirect, that represents a financial conflict of interest under state law or that would otherwise conflict in any manner or degree with the performance of its services hereunder. Consultant further covenants that in the performance of this Agreement no person having any such interests shall be employed. In addition, if requested to do so by County, Consultant shall complete

and file and shall require any other person doing work under this Agreement to complete and file a "Statement of Economic Interest" with County disclosing Consultant's or such other person's financial interests.

9.7 Statutory Compliance/Living Wage Ordinance. Consultant agrees to comply with all applicable federal, state and local laws, regulations, statutes and policies, including but not limited to the County of Sonoma Living Wage Ordinance, applicable to the services provided under this Agreement as they exist now and as they are changed, amended or modified during the term of this Agreement. Without limiting the generality of the foregoing, Consultant expressly acknowledges and agrees that this Agreement may be subject to the provisions of Article XXVI of Chapter 2 of the Sonoma County Code, requiring payment of a living wage to covered employees. Noncompliance during the term of the Agreement will be considered a material breach and may result in termination of the Agreement or pursuit of other legal or administrative remedies.

9.8 Nondiscrimination. Without limiting any other provision hereunder, Consultant shall comply with all applicable federal, state, and local laws, rules, and regulations in regard to nondiscrimination in employment because of race, color, ancestry, national origin, religion, sex, marital status, age, medical condition, pregnancy, disability, sexual orientation or other prohibited basis, including without limitation, the County's Non-Discrimination Policy. All nondiscrimination rules or regulations required by law to be included in this Agreement are incorporated herein by this reference.

9.9 AIDS Discrimination. Consultant agrees to comply with the provisions of Chapter 19, Article II, of the Sonoma County Code prohibiting discrimination in housing, employment, and services because of AIDS or HIV infection during the term of this Agreement and any extensions of the term.

9.10 Assignment of Rights. Consultant assigns to County all rights throughout the world in perpetuity in the nature of copyright, trademark, patent, right to ideas, in and to all versions of the plans and specifications, if any, now or later prepared by Consultant in connection with this Agreement. Consultant agrees to take such actions as are necessary to protect the rights assigned to County in this Agreement, and to refrain from taking any action which would impair those rights. Consultant's responsibilities under this provision include, but are not limited to, placing proper notice of copyright on all versions of the plans and specifications as County may direct, and refraining from disclosing any versions of the plans and specifications to any third party without first obtaining written permission of County. Consultant shall not use or permit another to use the plans and specifications in connection with this or any other project without first obtaining written permission of County.

9.11 Ownership and Disclosure of Work Product. All reports, original drawings, graphics, plans, studies, and other data or documents ("documents"), in whatever form or format, assembled or prepared by Consultant or Consultant's subcontractors, consultants, and other agents in connection with this Agreement shall be the property of County. County shall be entitled to immediate possession of such documents upon

completion of the work pursuant to this Agreement. Upon expiration or termination of this Agreement, Consultant shall promptly deliver to County all such documents, which have not already been provided to County in such form or format, as County deems appropriate. Such documents shall be and will remain the property of County without restriction or limitation. Consultant may retain copies of the above-described documents but agrees not to disclose or discuss any information gathered, discovered, or generated in any way through this Agreement without the express written permission of County.

9.12 Authority. The undersigned hereby represents and warrants that he or she has authority to execute and deliver this Agreement on behalf of Consultant.

10. Demand for Assurance. Each party to this Agreement undertakes the obligation that the other's expectation of receiving due performance will not be impaired. When reasonable grounds for insecurity arise with respect to the performance of either party, the other may in writing demand adequate assurance of due performance and until such assurance is received may, if commercially reasonable, suspend any performance for which the agreed return has not been received. "Commercially reasonable" includes not only the conduct of a party with respect to performance under this Agreement, but also conduct with respect to other agreements with parties to this Agreement or others. After receipt of a justified demand, failure to provide within a reasonable time, but not exceeding thirty (30) days, such assurance of due performance as is adequate under the circumstances of the particular case is a repudiation of this Agreement. Acceptance of any improper delivery, service, or payment does not prejudice the aggrieved party's right to demand adequate assurance of future performance. Nothing in this Article limits County's right to terminate this Agreement pursuant to Article 4.

11. Assignment and Delegation. Neither party hereto shall assign, delegate, sublet, or transfer any interest in or duty under this Agreement without the prior written consent of the other, and no such transfer shall be of any force or effect whatsoever unless and until the other party shall have so consented.

12. Method and Place of Giving Notice, Submitting Bills and Making Payments. All notices, bills, and payments shall be made in writing and shall be given by personal delivery or by U.S. Mail or courier service. Notices, bills, and payments shall be addressed as follows:

TO: COUNTY:

Permit Sonoma  
Attn: Haleigh Frye  
2550 Ventura Avenue  
Santa Rosa, CA 95403

TO: CONSULTANT:

PlaceWorks, Inc.  
2040 Bancroft Way, Suite 400  
Berkeley, CA 94704



When a notice, bill or payment is given by a generally recognized overnight courier service, the notice, bill or payment shall be deemed received on the next business day. When a copy of a notice, bill or payment is sent by facsimile or email, the notice, bill or payment shall be deemed received upon transmission as long as (1) the original copy of the notice, bill or payment is promptly deposited in the U.S. mail and postmarked on the date of the facsimile or email (for a payment, on or before the due date), (2) the sender has a written confirmation of the facsimile transmission or email, and (3) the facsimile or email is transmitted before 5 p.m. (recipient's time). In all other instances, notices, bills and payments shall be effective upon receipt by the recipient. Changes may be made in the names and addresses of the person to whom notices are to be given by giving notice pursuant to this paragraph.

### 13. Miscellaneous Provisions.

13.1 No Waiver of Breach. The waiver by County of any breach of any term or promise contained in this Agreement shall not be deemed to be a waiver of such term or provision or any subsequent breach of the same or any other term or promise contained in this Agreement.

13.2 Construction. To the fullest extent allowed by law, the provisions of this Agreement shall be construed and given effect in a manner that avoids any violation of statute, ordinance, regulation, or law. The parties covenant and agree that in the event that any provision of this Agreement is held by a court of competent jurisdiction to be invalid, void, or unenforceable, the remainder of the provisions hereof shall remain in full force and effect and shall in no way be affected, impaired, or invalidated thereby. Consultant and County acknowledge that they have each contributed to the making of this Agreement and that, in the event of a dispute over the interpretation of this Agreement, the language of the Agreement will not be construed against one party in favor of the other. Consultant and County acknowledge that they have each had an adequate opportunity to consult with counsel in the negotiation and preparation of this Agreement.

13.3 Consent. Wherever in this Agreement the consent or approval of one party is required to an act of the other party, such consent or approval shall not be unreasonably withheld or delayed.

13.4 No Third-Party Beneficiaries. Nothing contained in this Agreement shall be construed to create and the parties do not intend to create any rights in third parties.

13.5 Applicable Law and Forum. This Agreement shall be construed and interpreted according to the substantive law of California, regardless of the law of conflicts to the contrary in any jurisdiction. Any action to enforce the terms of this Agreement or for the breach thereof shall be brought and tried in Santa Rosa or the forum nearest to the city of Santa Rosa, in the County of Sonoma.

13.6 Captions. The captions in this Agreement are solely for convenience of reference. They are not a part of this Agreement and shall have no effect on its construction or interpretation.

13.7 Merger. This writing is intended both as the final expression of the Agreement between the parties hereto with respect to the included terms and as a complete and exclusive statement of the terms of the Agreement, pursuant to Code of Civil Procedure Section 1856. No modification of this Agreement shall be effective unless and until such modification is evidenced by a writing signed by both parties.

13.8. Survival of Terms. All express representations, waivers, indemnifications, and limitations of liability included in this Agreement will survive its completion or termination for any reason.

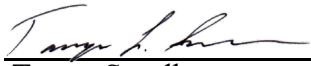
13.9 Time of Essence. Time is and shall be of the essence of this Agreement and every provision hereof.

13.10. Counterpart; Electronic Signatures. The parties agree that this Agreement may be executed in two or more counterparts, each of which shall be deemed an original, and together which when executed by the requisite parties shall be deemed to be a complete original agreement. Counterparts may be delivered via facsimile, electronic mail (including PDF) or other transmission method, and any counterpart so delivered shall be deemed to have been duly and validly delivered, be valid and effective for all purposes, and shall have the same legal force and effect as an original document. This Agreement, and any counterpart, may be electronically signed by each or any of the parties through the use of any commercially available digital and/or electronic signature software or other electronic signature method in compliance with the U.S. federal ESIGN Act of 2000, California's Uniform Electronic Transactions Act (Cal. Civil Code § 1633.1 et seq.), or other applicable law. By its use of any electronic signature below, the signing party agrees to have conducted this transaction and to execution of this Agreement by electronic means.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the Effective Date.

CONSULTANT: PlaceWorks, Inc.

COUNTY: COUNTY OF SONOMA

By:   
Name: Tanya Sundberg  
Title: Principal  
Date: 12/4/25

CERTIFICATES OF  
INSURANCE REVIEWED, ON  
FILE, AND APPROVED AS TO  
SUBSTANCE FOR COUNTY:

By: \_\_\_\_\_  
Department Director or Designee

Date: \_\_\_\_\_

APPROVED AS TO FORM FOR  
COUNTY:

By: \_\_\_\_\_  
County Counsel

Date: \_\_\_\_\_

EXECUTED BY:

By: \_\_\_\_\_  
Department Director

Date: \_\_\_\_\_

## Exhibit A

# Scope of Work

## Task 1. Project Management and Coordination

In this task, PlaceWorks will initiate the Policy Development Phase of the General Plan update, review background materials, prepare a base map of the county, and develop website content. Upon being provided access to the County's web platforms PlaceWorks will upload all project materials directly into the system in final form. Because consultants cannot be granted publishing rights in Ingeniux, County staff will complete the final review and posting. PlaceWorks will also provide ongoing project management through a cloud-based project management software platform to ensure timely delivery of General Plan Sonoma materials. PlaceWorks will also lead goal-setting workshops with County staff and decision makers to ensure collaboration and policy alignment between the County and regional and local agencies.

### 1.1 Kick-Off Meeting

The PlaceWorks team will hold a virtual project kick-off meeting with Permit Sonoma staff to discuss the project, set expectations, review the scope of work and project schedule, and discuss the details of initial tasks. PlaceWorks will refine the project schedule and scope of work as needed based on the kick-off meeting discussion.

### 1.2 Project Management and Communication

The PlaceWorks team will provide ongoing communication and coordination with Permit Sonoma staff throughout the project to ensure timely delivery and adoption of General Plan Sonoma and associated materials. This includes biweekly one-hour check-in calls to review project and task status, milestones, and other needs and concerns as they arise. PlaceWorks will prepare an agenda and minutes for each biweekly call; if the check-in call is cancelled, PlaceWorks will prepare a written project update that explains the status of the project as needed. In addition to the biweekly check-in calls, this task includes regular phone and email communication with Permit Sonoma staff as needed, ongoing schedule and task management to keep the project on schedule and within scope, internal team coordination, and assisting the County with Public Records Act requests. Monthly invoices will identify tasks performed, progress toward task completion, and the remaining budget for each task.

To support this task, PlaceWorks will prepare and maintain a comprehensive project management plan that includes a detailed schedule of milestones, deliverables, and engagement activities. The plan will be developed in coordination with concurrent planning efforts and will support ongoing coordination with other projects over the course of the project. The project management plan will be implemented through a cloud-based project management software platform that supports real-time collaboration with Permit Sonoma staff, such as Microsoft Planner, Asana, or another online collaborative software. The project management software will provide access to project status, upcoming deadlines and deliverables, and user-friendly dashboard summaries and notifications. An electronic cloud service, such as Microsoft Teams or SharePoint, will be used to maintain all project files electronically to facilitate online collaboration in an easy-to-navigate folder.

### 1.3 Background Data Collection and General Plan Base Map

The PlaceWorks team, with the assistance of Permit Sonoma staff, will gather and review important background data, maps, and documents. The background data collection includes reviewing past studies, technical reports, and plans that are relevant for the Policy Development Phase of General Plan Sonoma. PlaceWorks will also work with Permit Sonoma staff to obtain existing County GIS data and review County mapping protocol and requirements. The background data, maps, and documents will be organized and shared electronically using the electronic cloud service set up through Task 1.2. As part of this task, PlaceWorks will also create a base map that will be used throughout the project. We will submit a draft base map for review by County staff before finalizing the map to use in upcoming tasks.

### 1.4 Project Website

PlaceWorks will provide support for maintaining and updating the County's General Plan Sonoma website, which is hosted by Permit Sonoma. Following the completion of each major task for the Policy Development Phase of General Plan Sonoma, PlaceWorks will provide a milestone update for the website. PlaceWorks will also provide recommendations for enhancements to ensure the website is accessible, transparent, and user-friendly, and will implement approved enhancements. This may involve improvements to the navigation and structure of the website, integration of interactive tools, easy to read summaries, infographics or video explainers, and analytics tracking. The website text and materials will be provided in English and Spanish to help ensure diverse and broad participation by community members in Sonoma County.

When provided access to the County's web platforms, PlaceWorks will upload finalized website materials directly into the system. The County will provide necessary training for PlaceWorks to upload content within Ingeniux. Because consultants cannot be granted publishing rights in Ingeniux, County staff will conduct the required review and complete the final posting of all content.

### 1.5 Goal-Setting Workshops

Following the refinement of the scope of work and project schedule in Task 1.1 and preparation of the Community Engagement Program and updated vision and guiding principles in Task 2.1, PlaceWorks will work with County staff to facilitate goal-setting workshops with the Planning Agency and Board of Supervisors. At these workshops, we will share the scope of work and schedule for the Policy Development Phase of General Plan Sonoma and ask for feedback and direction on the Community Engagement Program. We will also highlight the draft updates to the vision and guiding principles presented as part of the Community Engagement Program to finalize this foundation for policy development. PlaceWorks will prepare a PowerPoint presentation and content for the staff reports. Reports and required legal notices will be prepared by Permit Sonoma and translated by PlaceWorks. The PowerPoint presentation, staff reports, and legal notices will be available in English and Spanish.

#### ***Deliverables:***

- » Kick-off Meeting (virtual)
- » Biweekly Check-in Meetings with agendas and minutes (virtual)
- » Comprehensive Project Management Plan (set up and maintenance)
- » Project Management Collaborative Online Platform (set up and maintenance)
- » Online Cloud Platform (set up and maintenance)

- » Project base map (draft and final)
- » Project Website Updates (English and Spanish)
- » Goal-Setting Workshops (two in-person workshops)

## Task 2. Community Engagement

PlaceWorks will work closely with Permit Sonoma staff to design and implement a robust and inclusive community engagement approach for the Policy Development Phase General Plan Sonoma. Engagement will prioritize inclusivity and equity, with particular attention to engaging historically underrepresented populations, such as youth and Spanish-speaking residents.

Community engagement activities will include community workshops and events, innovative online engagement tools, media campaigns, creative arts and youth activities, educational materials, and strategic partnerships with CBOs. Engagement will also include opportunities for the public to interact directly with technical experts to discuss project details and provide input. Our approach will be adaptable and driven by the County's Office of Equity Community Engagement Toolkit, Boards and Commissions Engagement Plan, Informational Brief on Intergovernmental Relations with Native Nations in Sonoma County, and Language Access Policy and Implementation Plan. Outreach activities and materials will be culturally responsive and accessible to English and Spanish speakers.

To support transparency and equitable engagement, PlaceWorks will translate materials and provide interpretation services. As described throughout Tasks 2 and 3, community engagement materials and marketing/outreach materials, including presentations, workshop and open house materials, surveys, staff reports, public notices, social media posts, flyers, and newsletters, will be translated to Spanish or another language as needed. Interpretation services will be provided at all public events. Key engagement deliverables will also be translated to Spanish, including the Community Engagement Program (Task 2.1) and Community Engagement Summaries (Task 2.8). When full translation of technical documents is not feasible, a summary in Spanish will be provided, including Spanish versions of the Community-Facing Summary Report (Task 4.3) and Key Trends Brief (Task 4.4) to summarize the Existing Conditions and Trends Report, the Land Use Scenarios Workbook (Task 5.4) to summarize the Land Use Scenarios Evaluation Technical Memoranda, and General Plan Summaries (Task 9.1) to summarize the General Plan. Spanish-speaking staff will also be available to discuss the content as needed. The translations for each material, deliverable, and summary are captured in the individual tasks.

### 2.1 Community Engagement Program

PlaceWorks will prepare a Community Engagement Program that outlines the goals, objectives, ethical commitments, outreach activities and strategies, methods for addressing barriers to engagement, roles, potential outreach locations and events, and strategies for publicizing engagement opportunities to ensure meaningful participation throughout the process. The program will create a framework for engagement while providing flexibility to allow for adjustments based on lessons learned and feedback from community members and decision makers to ensure we are reaching the diverse communities and geographies that exist in Sonoma County. As part of this task, PlaceWorks will refine the vision and guiding principles developed during the Community Visioning Phase of General Plan Sonoma based on comments received since the draft was released in August 2025 and present the final draft vision in the Community Engagement Program.

The Community Engagement Program will be developed in close collaboration with Permit Sonoma staff. PlaceWorks will prepare an administrative draft program for review by County staff, followed by a revised draft to be reviewed by the Planning Agency at the goal-setting workshop described in Task 1.5. Based on input from the Planning Agency, PlaceWorks will prepare a second revised draft Community Engagement Program for review by the Board. Following the Board's review, PlaceWorks will prepare the final Community Engagement Program, which will serve as the guiding framework for community engagement during the planning process. It will be available in English and Spanish and published on the project website.

While the Community Engagement Program will establish a framework for community outreach, scheduling and event details will be identified during each round of engagement to ensure the program and outreach approach remain flexible and adaptable.

## 2.2 Online Community Engagement Tools

PlaceWorks will supplement traditional in-person engagement with online engagement tools to expand the reach and connectivity to the community.

### Community Engagement Online Platform

PlaceWorks will use a cutting-edge online engagement platform to engage community members at appropriate points in the process to gauge broad public opinion on items such as countywide goals or obtain more localized community-specific feedback. Online engagement, including interactive online surveys, will be explored with County staff during project initiation and during preparation of the Community Engagement Program. Online engagement activities will be made available in English and Spanish.

### Outreach Dashboard

In this task, PlaceWorks will maintain and expand on the outreach dashboard created during the Community Visioning Phase, conducting periodic updates after each round of engagement. The dashboard will serve as a centralized tool to keep the community informed and demonstrate how public input is documented and considered throughout the planning process. This scope assumes that the existing dashboard will be modified to reflect the Policy Development Phase, or a new dashboard will be created for the Policy Development Phase that follows the overall structure and format of the dashboard created during the Visioning Phase.

## 2.3 Marketing and Outreach Materials

In this task, PlaceWorks will prepare social media posts, infographics, mailers, flyers, scripts for radio ads, and newsletters for each round of outreach to help spread the word about the project and engagement opportunities. As described in Task 3, there are three rounds of outreach planned; the total number of marketing and outreach materials prepared for each round is flexible depending on the marketing needs. Materials will be easy to read, clearly communicate concepts, illustrate tradeoffs, and highlight how community input will shape General Plan Sonoma. The outreach materials could be distributed through a diverse range of digital, print, and in-person channels, which may include social media, County newsletters, General Plan Sonoma website, mailers, CBO networks, and at schools, libraries, and other key locations in the county. The storytelling through arts activities described in Task 2.5 could also be distributed through these channels.

The outreach materials could also be used by the County for paid advertising on social media channels, radio ads, or other media. This scope assumes that PlaceWorks will prepare the outreach materials and content, while the County will be responsible for coordination of the ads and any advertising fees.

PlaceWorks shall ensure that all public-facing deliverables (e.g., webpages, reports, graphics, maps, PDFs, presentations, and any other materials intended for posting on the County website) comply with the County of Sonoma [Web Standards and Guidelines](#) and all applicable accessibility requirements, including the Web Content Accessibility Guidelines (WCAG) 2.1 Level AA (June 2018). WCAG is the international standard for ensuring digital content is perceivable, operable, understandable, and robust for people with disabilities, and is the technical standard referenced in the U.S. Department of Justice's 2024 ADA Title II rule for state and local governments.

PlaceWorks shall:

1. Deliver all materials in accessible, publication-ready formats (e.g., tagged documents, alt text, readable PDFs).
2. Conduct an accessibility review before submitting any public-facing materials; the County may require remediation at no additional cost if documents are noncompliant.

These requirements apply to all draft and final public-facing materials throughout the project. Outreach materials can also be made available in another language if requested by County staff for specific outreach activities that are aimed at reaching populations that speak another language.

## 2.4 Community Based Organizations Partnerships

One of the goals for the Community Visioning Phase were to ensure General Plan Sonoma reflects the needs of people who represent the full range of demographic groups, perspectives, and experiences in Sonoma County. This includes engaging with traditionally underrepresented and marginalized communities, including racial and ethnic groups and low-income communities for whom barriers such as language and cultural differences, lack of access to technology and transportation, time constraints, and lack of trust in government may impact participation. To help support this goal, the General Plan team collaborated with seven CBOs to host focus group meetings with underserved communities to discuss their vision for the county's future and identify issues that should be addressed by the General Plan. The CBOs helped connect the General Plan team with their respective communities through trusted networks, advised on effective outreach and engagement methods, and provided facilitation support during the meetings.

PlaceWorks will work with the County to identify up to seven local CBOs to partner with during the Policy Development Phase of General Plan Sonoma. This scope includes budget to compensate the CBOs through the PlaceWorks contract. We anticipate that the role of the CBOs will include facilitating meaningful focus group discussions with underserved communities, as described in Task 3.3, and supporting outreach efforts to their communities and networks to help spread the word about engagement opportunities. In addition, the CBOs could support culturally targeted and/or multicultural outreach efforts that go beyond the focus group discussions, such as assisting with community events and supporting youth-based engagement efforts. As part of the process to identify and select the CBOs, County staff and PlaceWorks will work with each CBO to clearly define roles and responsibilities, commitments, capacity, timelines, and deliverables.



## 2.5 Arts and Youth Based Engagement

In coordination with the County, PlaceWorks will conduct arts and youth-based engagement to ensure the General Plan reflects the needs and ideas of Sonoma County's younger residents. Potential arts and youth-based engagement activities are described below. PlaceWorks will work with County staff to identify the arts and youth-based engagement activities and their potential timing as part of the Community Engagement Program, while also remaining flexible and adaptable during the update process.

### Youth Partnerships

Collaborating with key partners, such as schools and CBOs that work with youth, will be an important part of engaging youth. For example, schools often have civic classes or high school clubs connected to leadership or civics that may be interested in participating, while some CBOs are focused on youth and/or have youth community ambassador programs. As part of this task, PlaceWorks will partner with schools and/or a CBO to engage youth. This could include collaborating with a classroom or school-based program at a high school, workshops at the Santa Rosa Junior College and Sonoma State, and in-person meetings with youth engaged through a CBO, as described in Task 3.4. The approach to the youth engagement through partnerships is flexible and can be adapted to what will work best in Sonoma County.

### Storytelling Through Arts

PlaceWorks will work with the County to confirm storytelling through arts outreach activities for the Policy Development Phase of General Plan Sonoma, which could include a community art project such as a mural wall where the community can create an art piece for a mural that can be done digitally or in-person, partnering with a school media or art program to create a music video or other engaging videos, a digital photo scrapbook where community members can share photos of their community, working with a professional videographer to produce educational videos, or another digital or print interactive art outreach activity. The scope for this task includes up to three storytelling through arts outreach activities. The approach to this task is flexible and can be adapted to what will work best in Sonoma County.

## 2.6 Tribal Partnerships Support

This task includes proactive engagement and support consistent with State requirements under California Government Code Section 65352.3-5 and the Native American Historic Resource Protection Act, commonly known by their legislative bill numbers, Senate Bill (SB) 18 and Assembly Bill (AB) 52 (covered in Task 7.2), to develop meaningful partnerships and co-create relevant parts of General Plan Sonoma, such as the Tribal Resources Element, with the Tribes.

In this task, PlaceWorks' Principal-In-Charge, with support from PlaceWorks' staff tribal specialist, will provide support to County staff and attend up to four meetings with the Tribes (in person or virtual depending on Tribal preference). Facilitation of these meetings will be led by the appropriate County leadership/staff to honor each Tribe's sovereignty. Our budget also includes up to four follow-up virtual meetings attended by PlaceWorks' staff tribal specialist. Engagement with the Tribes will follow the Brief on Intergovernmental Relations with Native Nations prepared by the County's Office of Equity. There will be a proactive effort to reach out to the Tribes and encourage their participation while also being mindful of the burden created through requests, as noted in the Brief.

We anticipate the Cultural and Historic Resources Report (Task 4) and the Tribal Resources Element or defined policies (Task 6) will be the focus of some of the meetings with the Tribes. This task includes revisions to those documents to reflect our discussions with the Tribes.

This task also includes collaboration with a CBO focused on indigenous youth to support youth engagement and strengthen connections to Tribal communities. PlaceWorks will work with the County to identify one local CBO to partner with, in addition to the CBOs engaged as part of Task 2.4. This scope includes budget to compensate the CBO through the PlaceWorks contract. We anticipate that the role of the CBO will include supporting outreach efforts to their community and network. This could include hosting an in-person meeting with the CBO and indigenous youth or engaging the youth through an arts-based or other interactive activity that is engaging for the youth.

## 2.7 Community Engagement Materials

PlaceWorks will prepare community engagement materials for outreach activities throughout the project that are aimed at gathering feedback from the community. The outreach materials will be jargon-free, visually compelling, and accessible at a basic reading level, in addition to being ADA-compliant. Draft materials will be reviewed by County staff prior to being finalized. The outreach materials will be available in English and Spanish to promote broad participation. Outreach materials can also be made available in another language if requested by County staff for specific outreach activities that are aimed at reaching populations that speak another language.

## 2.8 Community Engagement Summaries

PlaceWorks will document engagement efforts and their outcomes throughout the project. After each round of outreach, PlaceWorks will prepare a Community Engagement Summary in English and Spanish that summarizes all input received. The Community Engagement Summary will provide details on each activity, how participation was promoted, participant demographics, community feedback, and key themes. The summary will be visually engaging and include maps and graphics to illustrate the activities and community input. PlaceWorks will prepare up to three Community Engagement Summaries, including an administrative, screencheck, and final draft of each. In addition to the summaries, PlaceWorks will transcribe notes from each engagement activity that can be published on the General Plan Sonoma website for transparency.

### ***Deliverables:***

- » Community Engagement Program (administrative, revised draft, and final; English and Spanish)
- » Community Engagement Online Tools and Platform (set up and maintenance of platform; up to three activities; English and Spanish)
- » Outreach Dashboard (updates and maintenance; English and Spanish)
- » Marketing and Outreach Materials (English and Spanish)
- » CBO Partnerships Support (up to seven CBOs)
- » Story-telling through arts activities (up to three)
- » Tribal Partnerships Support (up to 4 in-person or virtual meetings and 4 additional virtual meetings with Tribes; updates to the Cultural and Historic Resources Report and the Tribal Resources Element; collaboration with one CBO partner for one in-person meeting or arts-based engagement activity)
- » Community Engagement Materials for Outreach Activities (English and Spanish)

- » Community Engagement Summaries (a total of three summaries in English and Spanish will be prepared; each one will include an administrative, screencheck, and final document)
- » Translation and Interpretation (community engagement materials and activities, marketing/outreach materials, key engagement deliverables, and summaries of technical documents)

## Task 3. Public Hearings, Meetings, and Events

PlaceWorks will lead an inclusive and equitable outreach campaign to engage the Sonoma County community. In addition to the engagement activities outlined in Task 2, PlaceWorks will host or support a wide range of in-person and virtual events and meetings, including community workshops, community events, focus group meetings, youth meetings, issue-focused and technical panels, Community/Municipal Advisory Council meetings, and Planning Commission/Agency and Board of Supervisors meetings.

### 3.1 Community Workshops

In this task, PlaceWorks will facilitate community workshops to engage community members at key points in the General Plan update process. We anticipate the community workshops will include a combination of countywide in-person workshops, virtual workshops, and local open houses in communities throughout the county.

Preliminarily, we expect to hold workshops at three key points in the process: (1) to introduce the community to the Policy Development Phase of General Plan Sonoma, share key trends from the existing conditions analysis (Task 4), and gather input on the development of land use scenarios; (2) to present the findings of the land use scenarios evaluation and select a preferred land use scenario (Task 5); and (3) to present and receive comments on the Draft General Plan (Task 6). The format of each workshop series will be rooted in what is most relevant to the community and tailored to the focus of that round of community engagement. The countywide workshops may include presentation of materials, a question-and-answer session, and small group breakouts for facilitated discussion and exercises. The local open houses may include a series of topical stations that community members can visit at their own pace and offer feedback that is localized to the community. Virtual workshops can be conducted via Zoom and include interactive engagement activities, breakout rooms, and question-and-answer sessions, or they can be set up in a webinar format to share information to community members about other ways to participate.

To support equitable participation and acknowledge the value of participants' time and wisdom, PlaceWorks will provide a meal for participants and materials for a children's activity to support a family-friendly environment at in-person workshops; we will also advertise these amenities as part of our outreach to encourage participation. In addition, PlaceWorks will bring Spanish-speaking staff to facilitate small groups or open house stations in Spanish and hire a simultaneous interpreter to provide Spanish interpretation during presentations and large-group discussions at virtual and in-person workshops.

County staff will lead facilitation of all workshops conducted in English with support from PlaceWorks' Principal-in-Charge, while PlaceWorks' Project Manager will be the lead facilitator for any workshops held in Spanish where bilingual County staff are unavailable. Prior to hosting a round of community workshops, PlaceWorks will provide a facilitator training session for County staff to support respectful and productive discussions.

This task assumes one round of four in-person countywide workshops, two rounds of nine local open houses (18 total), and three virtual workshops. The format of each workshop series is flexible and can be adapted based on what works best for the community as we proceed with our engagement. For example, the local open houses can be converted to community workshops with small group discussions or vice versa. PlaceWorks will prepare the materials for the community workshops in English and Spanish as appropriate. Through our work on the Community Engagement Program in Task 2.1, PlaceWorks will work with County staff to identify community workshops and their potential timing, while also being flexible and adaptable during the update process.

### 3.2 Community Events

In this task, PlaceWorks will support the County in continuing to reach community members through existing community events, activities, and meetings that residents are already likely to attend in the Policy Development Phase. These events can take one of several formats. They can include pop-up events, which are often outdoors and designed for a two-way flow of information between project team members and the public. These events occur in familiar, comfortable settings, and participants can choose how much time to spend engaging. Pop-up events might take place before or after worship services, at schools, at social service locations, at culturally specific markets, or at larger community celebrations and events like the Sonoma County Pride Festival and Roseland Cinco de Mayo Festival. Community events can also include attending neighborhood or community organization meetings to share information about the project and gather input from meeting attendees.

Community events will be coordinated with other County engagement activities to reduce potential conflicts and redundancies. Any events targeting the Spanish-speaking community will be conducted with Spanish-speaking staff and Spanish language materials. PlaceWorks recommends timing these events to occur in the weeks leading up to community workshops to help spread the word.

PlaceWorks will prepare the materials for up to 24 community events in English and Spanish. It is anticipated the CBOs discussed in Task 2.4 would assist County staff with attending and facilitating community events. Through our work on the Community Engagement Program in Task 2.1, PlaceWorks will work with County staff to identify community events and their potential timing, although we anticipate the exact events and timing will be refined as the project progresses to adapt to the lessons learned from prior phases of work and the needs of the project.

### 3.3 Hard-to-Reach Inclusive Engagement

To help reach underrepresented and marginalized communities, PlaceWorks will hold focus group meetings with underserved communities to continue the meaningful discussions that occurred during the Community Visioning Phase. This includes efforts to reach the following populations:

- » People with a lived experience of homelessness
- » People with developmental disabilities
- » Farmworkers
- » Day laborers
- » Latino residents
- » Black residents
- » Asian American and Pacific Islander residents

- » Low-income seniors
- » Low-income farmers
- » Veterans

As discussed in Task 2.4, CBO partners will help PlaceWorks connect with the identified underserved communities using their established and trusted networks, provide guidance on the best ways to reach each community, and support PlaceWorks during the focus group discussions.

This task includes two rounds of focus group meetings with each CBO partner and the community(ies) they represent, for a total of up to 14 focus group meetings. The focus group meetings will be held at locations that are convenient for each community. PlaceWorks will facilitate the focus group meetings, coordinate with the CBO partners, and prepare materials for the meetings in English and Spanish. We will also provide a meal for workshop participants, along with family-friendly activities if appropriate. We anticipate that the CBO stipend provided under Task 2.4 will cover compensation to meeting attendees.

### 3.4 Youth-focused Engagement

This task includes youth engagement to ensure the General Plan reflects the needs and ideas of Sonoma County's younger residents. The approach to this task is flexible and can be adapted to what will work best in Sonoma County. Preliminary, we anticipate this task will include up to three in-person workshops at the Santa Rosa Junior College to engage the college-aged population. We also anticipate collaborating with a classroom or school-based program at a high school or hosting up to three in-person meetings with youth in collaboration with a CBO to engage high-school aged youth. PlaceWorks will lead engagement efforts with the schools and/or CBO with support from County staff and facilitate the meetings, prepare the materials, and provide a meal for participants as appropriate. The format of the youth-focused engagement will be tailored to the relevant discussion topic based on input from our youth partners and County staff.

### 3.5 Issue-Focused and Technical Panels

As policy questions become more detailed, there are opportunities to draw on the knowledge of subject-matter experts through issue-focused and technical panel discussions. These opportunities can support informed policy development while helping to share information and transparency with the broader community. The issue-focused and technical panels will bring together subject-matter experts and the public in a shared forum, providing expert input on policy development while also creating opportunities for community members to participate by asking questions and sharing comments.

PlaceWorks will facilitate up to four issue-focused and technical panel discussions and provide support to County staff for up to six additional panel discussions, which could be a combination of in-person and virtual meetings. PlaceWorks will work closely with County staff to identify the best venue for each panel. PlaceWorks will design, facilitate (the initial four panels), and document the panels and ensure that they are welcoming, transparent, and informative to the general public. All materials will be prepared by the PlaceWorks team. Our scope assumes that our team's technical subconsultants will participate in up to ten panels, including at least one panel each for the following subconsultants: EPS (economics), Fehr & Peers (transportation), West Yost (infrastructure), and Environmental Collaborative (biological resources). Other subject-matter experts, County staff, stakeholders, and the Sonoma community will be invited to participate in the panels as appropriate.

### 3.6 Community/Municipal Advisory Council Meetings

PlaceWorks will supplement the community input from workshops and other outreach activities with meetings with the established C/MACs. Preliminarily, we expect one of the topics of greatest interest to the C/MACs and local communities will be the community-specific policy work described in Task 6.2. We anticipate there will be up to three meetings with each of the following nine C/MACs and community groups; however, the project team will combine the meetings if the opportunity arises, as appropriate:

- » Springs Municipal Advisory Council
- » North Sonoma Valley Advisory Council
- » Sonoma Valley Community Advisory Commission
- » Lower Russian River Municipal Advisory Council
- » Sonoma County Coast Municipal Advisory Council
- » Geyserville Planning Committee
- » Dry Creek Valley Citizens Advisory Council
- » Mark West Citizens Advisory Council
- » South County – Penngrove/Two Rock/Dairy Belt

Consistent with our approach in the Community Visioning Phase, this scope assumes that County staff will attend these meetings. PlaceWorks will prepare the PowerPoint presentation and content in English and Spanish.

### 3.7 Planning Commission/Agency and Board of Supervisors Meetings

In addition to the goal-setting workshops described in Task 1.5 and the CEQA-specific meetings described in Task 7, PlaceWorks will attend up to 10 meetings with the Planning Commission/Agency and Board of Supervisors to seek direction at critical milestones in the project; this includes adoption hearings at the end of the project. As part of this task, PlaceWorks will prepare the materials for the meeting packages, including legal notices, staff reports, and supporting materials. Reports and required legal notices will be prepared by PlaceWorks using Permit Sonoma templates. Materials will be provided in English and Spanish as appropriate.

#### ***Deliverables:***

- » Community Workshops (4 in-person countywide workshops, 18 in-person local open houses, and 3 virtual workshops)
- » Community Events Materials (up to 24 community events)
- » Focus Group Meetings (up to 14 in-person meetings)
- » Youth Meetings (3 in-person workshops at Santa Rosa Junior College and classroom or school-based program or up to 3 in-person or virtual meetings in collaboration with a CBO)
- » Issue-Focused and Technical Panels (10 in-person or virtual meetings, 4 facilitated by PlaceWorks)
- » C/MAC Meeting Materials (up to 3 meetings with each of the 9 C/MACs)
- » Planning Commission/Agency and Board of Supervisors Meetings (10 in-person meetings)

## Task 4. Existing Conditions and Trends Analysis

In this task, the PlaceWorks planning and environmental teams will work together to compile existing reports and conduct new analyses to foster a deep understanding of existing conditions and trends in the

county and inform engaging and descriptive reports, summaries, and briefs that will be used throughout the planning and EIR process. The detailed analyses combined with a digestible Summary Report and Key Trends Brief will provide County staff with a variety of useful resources to turn to for subsequent planning activities and afford community members an accessible, engaging look into the county as it exists today to help conceptualize their vision for the future and the policies to support that vision. Throughout this task, PlaceWorks will build from and not duplicate other recent analyses and planning efforts, including the recently updated Housing, Environmental Justice, and Safety Elements, along with the Local Coastal Plan, Active Transportation Plan, Habitat Conservation and Natural Community Conservation Plans, and other plans or reports. The PlaceWorks environmental team will support preparation of the existing conditions reports to streamline the future preparation of the EIR as well to ensure key CEQA issues are considered early as part of the planning process.

## 4.1 Scope and Methodology Memorandum

To begin the existing conditions and trends analysis, the PlaceWorks team will document our planned approach to the analysis in a memorandum to County staff. For each topic described in Task 4.2 (i.e., demographics and housing; land use and development patterns; transportation and circulation; infrastructure and public facilities; economy and employment; real estate market; greenhouse gas (GHG) emissions and climate impacts; hazards, climate vulnerability, and resilience; biological and natural resources; cultural and historic resources; and environmental justice and community health), the memorandum will compile the data sources, data collection, assumptions, metrics, and overall process that will be used, and present an outline of how the information will be presented in the Existing Conditions and Trends Report. PlaceWorks will submit the draft memorandum to County staff to review and confirm the planned scope and methodology. Following County staff review, the PlaceWorks team will prepare the final memorandum and refine our methodology as needed.

## 4.2 Existing Conditions and Trends Report

The PlaceWorks team will prepare an Existing Conditions and Trends Report to document the county's demographic and socioeconomic characteristics, existing land uses and development patterns, travel patterns, infrastructure conditions and needs, economic opportunities and the real estate market, GHG emissions, safety hazards and climate resiliency, important biological and cultural resources, and environmental justice and community health issues. The report will establish a technical baseline for policy development and provide a clear picture of existing conditions and future trends. Where appropriate, the report will distinguish information about urbanized unincorporated communities from rural regions of the county through subarea analyses for Urban Service Areas or similar geographies. Each chapter will also include a summary of key planning considerations for the update process.

PlaceWorks will submit an administrative draft of the Existing Conditions and Trends Report for County staff review and comment, then revise the report based on County staff direction to prepare the screencheck and final versions. The report will inform the community-facing Summary Report and Key Trends Brief (Tasks 4.3 and 4.4), the background sections of the General Plan Elements (Task 6.5), and the existing setting sections of the EIR (Task 7.4).



## **Demographics and Housing**

EPS will analyze demographic and housing trends that inform and highlight land use opportunities and constraints in Sonoma County. The primary purpose of the work will be to offer context for community and stakeholder outreach discussions, provide data for the planning process, and support the land use scenarios and economic development policies for the General Plan. Relying on publicly available data as well as proprietary, third-party data sources, EPS will assemble and evaluate population and housing data. The analysis will look back ten to 15 years and will consider Sonoma County and the broader region.

## **Land Use and Development Patterns**

PlaceWorks will prepare the Land Use and Development Patterns chapter, which will inventory existing land uses and associated development, vacant and underutilized parcels, major planned and approved development projects, and historical growth, along with an associated assessment of the remaining development capacity under the existing General Plan land use map to inform upcoming land use map updates. This chapter will describe countywide growth management efforts and assess land use and transportation connections, including a discussion of Urban Service Areas, approved Priority Development Areas and Priority Conservation Areas under Plan Bay Area 2050, which is currently being updated as Plan Bay Area 2050+, and the current jobs/housing balance. It will describe the County's city- and community-centered growth framework from General Plan 2020 and the land use relationship with incorporated municipalities, including through a description of annexation history and trends and a map and description of Spheres of Influence for incorporated municipalities. This chapter will also map and describe existing agricultural, conservation, and open space lands. Finally, this chapter will describe local land use plans, policies, and regulations that affect development in the county, including the 2023 Local Coastal Plan, 2023 Housing Element, Area and Specific Plans, and Local Area and Historic District Design Guidelines.

## **Transportation and Circulation**

Fehr & Peers will summarize transportation conditions and trends in the county. This chapter will cover recent transportation-related State legislation to be addressed as part of the General Plan update, including expectations for reducing vehicle travel and related GHG emissions (SB 375 and SB 743), incorporating the FHWA Safe Systems Approach and Vision Zero policies (SB 932), and managing truck routes/access (AB 98). It will also include a discussion of emerging issues within transportation, such as changes related to demographics, equity, finance/funding, land use-transportation connectivity, managed highway lanes, safety, travel behavior, and vehicle technology. The chapter will provide an assessment of travel behavior by leveraging our team's knowledge and experience from the Sonoma Travel Behavior Study and other data sources to understand new and emerging travel behavior trends, such as how work from home continues to occur post pandemic. This chapter will also include an intersection and roadway segment level-of-service analysis for up to 20 intersections and 40 one-way roadway segments, which we will identify in consultation with County staff. The chapter will provide a summary of existing conditions for all travel modes and highlight existing transportation issues in the county.

As part of this task, Fehr & Peers will also conduct a safe systems analysis consistent with SB 932. Fehr & Peers will analyze existing safety deficiencies and conduct a proactive risk assessment to capture exposure and likelihood. Collision analysis will be conducted to identify high-injury streets and intersections, including those that were identified in the Sonoma County Vision Zero Action Plan.



## **Infrastructure and Public Facilities**

West Yost will conduct a qualitative evaluation of the county's existing water supply, water distribution, sewer, wastewater treatment, and stormwater facilities. This evaluation will be based on information provided in existing water, wastewater, and stormwater master plan documents and other existing studies and reports, supplemented with discussions with County staff to identify changes and additions since completion of the plans, studies, and reports, along with our team's knowledge of the infrastructure systems. In addition, PlaceWorks will summarize publicly available information about electricity, natural gas, and broadband service and critical community facilities and services. As part of this analysis, the PlaceWorks team will identify significant opportunities and challenges related to providing these public services to future development and other considerations for the General Plan effort. This scope assumes that adequate master plans will be available for the cities and districts within Sonoma County to support the analysis.

## **Economy and Employment**

EPS will assess countywide and regional economics, considering major economic drivers and business trends. It is anticipated that the viticulture industry, tourism, economic diversification, employment for local residents, and the evolving retail industry may be key topics. The effort will build on socioeconomic data, including the Sonoma County Key Sector Analysis prepared by the Bay Area Council Economic Institute as part of their ongoing economic and policy work with the Sonoma County Economic Development Collaborative (EDC) to provide economic insights for the General Plan Update, and will include additional subject-specific data collection. Data will be combined with industry-specific research and EPS institutional knowledge to provide economic development perspectives.

## **Real Estate Market**

EPS will provide a high-level overview of real estate market conditions and development trends across residential, retail, office, industrial, and hotel uses. The analysis will consider detailed information concerning new, high-performing land use projects, including their market positioning, building formats, tenanting, amenity offerings, and market value. For each major land use category, EPS will consider examples of new development to help characterize the range of new projects in the county.

## **Greenhouse Gas Emissions and Climate Impacts**

The County, municipalities throughout the county, and other regional partners have a long history of sustainability and climate action, which has been documented in many regional and County plans and projects. This chapter will summarize how the county has been or will be affected by climate change impacts, how the unincorporated county and County operations contribute to climate change through the release of GHG emissions, and how the County has and will continue to reduce GHGs from County operations and countywide sources in support of the countywide goal of carbon neutrality by 2030. PlaceWorks will summarize existing plans and projects in progress and identify key findings, recommendations, and strategies that should be considered and incorporated in the General Plan update. Our review of existing plans will include, but will not be limited to, the 2024 County of Sonoma Climate Resilience Comprehensive Action Plan (Climate Plan), the 2025 Sonoma County Regional Parks Climate Adaptation and Resilience Plan, the 2022 Sonoma County Climate Resilient Lands Strategy, the 2023 Sonoma County Carbon Inventory and Study, the Climate Change Vulnerability Assessment prepared for the update of the Safety Element, recent GHG inventories prepared by the County and Regional Climate

Protection Authority, climate action plans prepared by partner agencies, and the County's Strategic Plan, specially the Climate Action and Resilience Pillar.

## **Hazards, Climate Vulnerability, and Resilience**

The County recently updated its Safety Element through a process that involved preparation of a detailed Climate Change Vulnerability Assessment, Residential Egress Assessment, and Evacuation Routes and Locations Assessment. The adopted Safety Element directs updates to the evacuation routes assessment and other analyses and mapping that support the Safety Element during the comprehensive General Plan update based on the availability of new information, data, or assessment techniques and to use the findings from updated studies to inform updates to the Land Use and Circulation Elements and Safety Element if needed.

This chapter will summarize the hazards and topics in the Safety Element, its supporting technical studies, and the Hazard Mitigation Plan, including wildfire, seismic and geologic hazards, flooding, sea level rise, among other hazards. For all relevant hazards, we will summarize the risks and impacts resulting from climate changes as presented in the Climate Change Vulnerability Assessment. This chapter will identify other County plans that play a key role in hazard mitigation, climate resilience, and emergency operations, such as the Climate Resilient Lands Strategy and the County's Climate Resilience Comprehensive Action Plan, and identify any new information or data that has become available since adoption of the Safety Element that could inform the General Plan update. This section will also identify opportunities to integrate climate adaptation and resilience topics and issues into the General Plan, based on recent legislative requirements, State guidance, and best practices.

PlaceWorks does not anticipate an update to the County's Climate Change Vulnerability Assessment will be required as part of this process, although we have included budget to summarize key findings from the forthcoming California Climate Change 5th Assessment if it is released during this project as anticipated. As part of this summary, we will note if there is a need to update the findings of the County's Climate Change Vulnerability Assessment or goals, policies, and implementation actions in the Safety Element based on this updated information.

The PlaceWorks team will build on the evacuation analyses conducted as part of the Safety Element update. We will conduct a more targeted analysis of specific communities or groups of communities, isolated by single ingress/egress points and identify the locations of narrow, winding roads. We will also identify specific policies and implementing actions, based on community input and expert opinion. Our team will model the benefits of enacting these improvements, such as changes in evacuation time and effectiveness in moving traffic out of hazard-prone areas. Based on the results of these studies, we will identify policy language that can be included in the General Plan, including recommendations on the types of improvements by infrastructure route to consider for implementation. This work will respond to specific concerns raised by community members and decision makers during the development and adoption of the Safety Element, as that document conducted generalized stress tests to identify constraints in the County's road network, but did not identify specific types or locations of improvements or the benefits of specific efforts. Providing this information in the General Plan will help County staff, decision makers, and members of the public evaluate the effectiveness of potential strategies and inform implementation choices. To the extent appropriate, we will also comment on other life safety considerations such as relative exposure risk

of individual evacuation routes. However, this scope does not include detailed engineering design recommendations for improvements, as this detail would be part of subsequent phases of work.

This chapter will also identify any data, information, or assessment techniques related to evacuation that have changed since preparation of the Safety Element and related studies. It will present how updated evacuation analyses will be prepared in support of the Land Use, Safety, and Circulation Element updates. As part of this task, PlaceWorks and Fehr & Peers will conduct a virtual workshop with County staff from Emergency Management, Permit Sonoma, Public Infrastructure, and the Sheriff's Office to identify up to three emergency evacuation scenarios, likely wildfire and flooding events. We will consider factors such as travel patterns, emergency response staffing, and road closures, factoring in different emergency conditions and timing for weekday scenarios and considering changes in policies and programs that may affect evacuation outcomes. The selection of evacuation events to evaluate will be based on events that have the highest evacuation demand in the shortest period. It will also consider the availability of first responders to manage traffic at key locations and the timing and primary purpose of the traffic management efforts. The current scope and fee assume that the evacuation scenarios will be based on a weekday scenario. The proposed updated evacuation analyses are presented in Task 5.6.

### **Biological and Natural Resources**

Environmental Collaborative will describe biological and wetland resources in the county, including descriptions and maps of vegetative cover and habitat types and linkages, comprehensive tables of special-status species known or suspected in Sonoma County, and an overview of State, federal, and local regulations related to the protection of sensitive resources, including the Sonoma County Habitat Conservation Plan/Natural Communities Conservation Plan that is underway. The report will consider opportunities and constraints and support policy development related to biological and natural resources, including habitat connectivity, as newly required under AB 1889.

### **Cultural and Historic Resources**

Alta Archaeological Consulting LLC (AAC) will complete the cultural and historic resources analysis based on archival research at the Northwest Information Center of the California Historical Resources Information System and at local and online libraries. It will also include information regarding tribal cultural resources that is gathered through tribal consultation. This chapter will also include an examination of the current County policies related to cultural and historic resources.

### **Environmental Justice and Community Health**

While the County recently adopted its Environmental Justice Element, a process that involved a technical analysis and community discussion about Environmental Justice Communities and the issues faced in those communities, the adopted Element calls for refinements to the policy framework through the comprehensive General Plan update. Therefore, this chapter will summarize the adopted Environmental Justice Element, key aspects of its technical appendix, and the implementation programs that indicate the need for additional outreach and policy changes during the comprehensive update. It will also provide updated or expanded information about pollution burdens and health disparities based on additional sources, such as the Portrait of Sonoma County, Queer Needs Assessment, County of Sonoma Climate Resilience Comprehensive Action Plan, Office of Equity, Department of Health Services, and other local studies.

### 4.3 Community-Facing Summary Report

PlaceWorks will compile and summarize the information from the Existing Conditions and Trends Report into a community-facing Summary Report that highlights key issues and opportunities for the General Plan update in a concise, accessible, and easy-to-read format. The Summary Report will be prepared in English and Spanish and used to inform community members and decision makers throughout the process. It will be richly illustrated with maps, tables, photographs, and other graphics in either a magazine or online format. PlaceWorks will prepare an administrative draft of the Summary Report for County staff review and comment, then revise the report based on County staff direction to prepare the screencheck and final versions.

### 4.4 Key Trends Brief

PlaceWorks will further synthesize the information from the Existing Conditions and Trends Report into a two- to four-page Key Trends Brief that highlights key trends from the analysis that relate to the General Plan update. This brief will be prepared in English and Spanish and formatted to print as a handout for distribution at community facilities and events, including General Plan Sonoma events. PlaceWorks will prepare an administrative draft of the Key Trends Brief for County staff review and comment, then revise the brief based on County staff direction to prepare the screencheck and final versions.

#### ***Deliverables:***

- » Scope and Methodology Memorandum (draft and final)
- » Existing Conditions and Trends Report (administrative draft, screencheck, and final)
- » Evacuation Scenarios Workshop with County Staff (virtual)
- » GIS Data (in Geodatabase format) and Related GIS Products
- » Summary Report (administrative draft, screencheck, and final; English and Spanish)
- » Key Trends Brief (administrative draft, screencheck, and final; English and Spanish)

## Task 5. Land Use Scenarios

In this task, the PlaceWorks team will develop and evaluate alternative land use scenarios for specific study areas in the county to explore potential changes to the General Plan land use map. We understand that, for many parts of the county, the General Plan land use designations remain valid and appropriate and are not expected to change substantially. This task will focus on targeted areas where transformation is expected or desired to fulfill the community's vision for the future, as well as refinements to the land use designations themselves. Based on our evaluation of the land use scenarios, we will work with the community and decision-makers to select the preferred land use scenario, forming the foundation for the new General Plan land use map and associated policy.

### 5.1 Study Areas

PlaceWorks will work with County staff to delineate the main study areas where the land use scenarios process should evaluate land use changes. We expect the land use concepts to focus on opportunities for infill development and redevelopment in areas where there are urban services with adequate capacity, as well as to consider natural hazards and climate risks. The identification of these study areas will consider input received from the community to date, additional input and direction from County staff, and the

opportunities identified in the Existing Conditions and Trends Report. Based on this input, PlaceWorks will prepare a map of the study areas in English and Spanish.

## 5.2 Land Use Scenarios Development

We anticipate engaging the community through Tasks 2 and 3 to confirm the study areas and to consider what types of land uses to include in each study area. Based on this engagement, coupled with the Vision, Guiding Principles, and Existing Conditions and Trends Report, PlaceWorks will prepare initial drafts of up to three alternative land use scenarios for each of the study areas that work to address issues and concerns, leverage the county's strengths, and support the community's vision for the future.

As part of this task, PlaceWorks will also work with County staff to refine the General Plan land use designations as needed to reflect current best practices and uses. The updated set of land use designations will be applied in the land use scenarios. In addition, PlaceWorks will estimate the buildout potential of each land use scenario using the updated set of land use designations, including estimates of anticipated single-family and multi-family units and square footage of commercial, office, and industrial development, along with the associated population and employment growth.

PlaceWorks will submit an administrative draft of the land use scenarios maps, descriptions, and buildout potential for County staff review and feedback. We will then prepare the draft land use scenarios package in English and Spanish for public review. The draft land use scenarios will be presented in an ArcGIS web viewer. We anticipate a round of review with the Planning Commission/Agency and Board of Supervisors before finalizing the land use scenarios.

## 5.3 Land Use Scenarios Evaluation

Based on the planned land uses and projected population, jobs, and housing for each scenario, the PlaceWorks team will evaluate the relative performance, strengths, and weaknesses of the alternative land use scenarios. The land use scenarios evaluation will address the potential effects of each scenario regarding transportation, infrastructure, market feasibility, fiscal impacts, climate risk, and equity, which are described in detail below. For each topic, the PlaceWorks team will prepare a draft technical memorandum that clearly communicates tradeoffs and informs the selection of a preferred land use scenario. Following County staff review and input on the draft technical memoranda, the PlaceWorks team will prepare final memoranda. The findings from these analyses will then be summarized to highlight the key differences between alternatives in the graphic workbook described in Task 5.4.

### Transportation

Fehr & Peers will use the Sonoma County Transportation Authority (SCTA) Travel Demand Model to generate traffic volume forecasts at the study locations and prepare estimates of vehicle-miles traveled (VMT) under each land use scenario. As part of this task, Fehr & Peers will validate the SCTA model to confirm it meets the validation metrics in the 2017 California Regional Transportation Plan Guidelines for the 40 study roadway segments in the County. Fehr & Peers will also work with County staff to review the transportation networks reflected in the SCTA model to confirm that they are accurate and will adjust the model roadway networks as needed.

## **Infrastructure**

West Yost will prepare an evaluation of water (i.e., potable water supply, treatment, and distribution), sewer and wastewater treatment, and storm drainage infrastructure systems to support each land use scenario at a conceptual level of detail (i.e., backbone and trunk level). This evaluation will be based on spreadsheet calculations, rather than the development and use of computer models. Planning/comparison-level infrastructure cost estimates will be prepared for each scenario, suitable for use in comparing the land use scenarios.

## **Market Feasibility**

EPS will evaluate the land use scenarios against residential, commercial, and hospitality market factors. The review will consider any unique aspects of the planned land uses that relate to market factors (e.g., finished new real estate development projects and absorption trends) to identify the degree to which the scenarios align with or differ from historic market outcomes.

## **Fiscal Impacts**

EPS will prepare a fiscal impact analysis that estimates County revenues relative to new service costs attributable to growth. The analysis will compare net fiscal impacts across the land use scenarios. EPS typically employs both per-capita and case study-based methods for estimating General Fund revenues and public service costs. Per-capita estimates consider specific revenue and cost factors relative to resident and job levels countywide. Case study analyses use specific tax rates, calls-for-service data, or other data to make projections of revenue or cost. The analysis will yield an annual, ongoing net fiscal impact estimate for the County General Fund.

## **Climate Risk**

PlaceWorks will conduct a qualitative climate resilience and safety evaluation for each land use scenario. For this evaluation, PlaceWorks will rely on mapping from the Safety Element to identify areas with known natural hazards or that have previously been and/or are likely to continue to be exposed to hazards, particularly wildfire, in the future. In addition to available mapping, PlaceWorks will supplement this with climate data and other relevant information compiled for the existing conditions analysis (Task 4.2) and findings of the Climate Change Vulnerability Assessment, or more recent reports or resources for climate change-related data. PlaceWorks will collaborate with County staff to identify criteria that can be qualitatively assessed for each scenario.

## **Equity**

PlaceWorks will assess the relative equity impacts of the land use scenarios by evaluating a range of indicators considering access to housing, transportation, and services. This analysis will include a comparison of the total number of housing units each scenario would generate, as well as their relative affordability based on density. We will also compare the land use scenarios based on accessibility of transit, bicycle infrastructure, and parks to residential areas.

## **5.4 Land Use Scenarios Workbook**

PlaceWorks will prepare a Land Use Scenarios Workbook to support the selection of a preferred land use scenario. The workbook will be available in both a static PDF format and presented in an interactive ArcGIS StoryMap or equivalent. The workbook will illustrate the major land use concepts inherent in each scenario

and communicate the implications for the built and natural environments in a way that can be easily understood by all members of the community. Accordingly, the workbook will be designed in a reader-friendly and graphically rich format, and each land use scenario will be clearly distinguished from the others, with text describing and providing a comparative analysis of each. PlaceWorks will submit an administrative draft of the Land Use Scenarios Workbook (PDF and ArcGIS StoryMaps or equivalent) to County staff for review and comment. Based on staff feedback, PlaceWorks will prepare the screencheck and final versions of the workbook in English and Spanish (PDF and ArcGIS StoryMaps or equivalent).

## 5.5 Preferred Land Use Scenario

We anticipate using the Land Use Scenarios Workbook (PDF and ArcGIS StoryMaps or equivalent) to engage the community on the preferred land use scenario through Tasks 2 and 3. Based on the outcomes of the land use scenarios evaluation, coupled with community input and discussions with County staff, PlaceWorks will prepare a preferred land use scenario recommendation memorandum. The memorandum will present the draft preferred land use scenario map, description, and buildout potential, along with a summary of the analysis and community input that inform our recommendation. PlaceWorks will submit the draft preferred land use scenario recommendation memorandum for County staff review and then incorporate County comments to prepare a revised draft memorandum in English and Spanish. The preferred land use scenarios will be presented in an ArcGIS web viewer. We anticipate a round of review with the Planning Commission/Agency and Board of Supervisors before finalizing the preferred land use scenario.

## 5.6 Evacuation Analysis of the Preferred Scenario

Since adoption of the Safety Element in 2025, the fire hazard severity maps by CAL FIRE have been updated, which show that the majority of the unincorporated county is in a High or Very High Fire Hazard Severity Zone. Therefore, this task includes a detailed evacuation route analysis to update the current Safety Element, as well as to fulfill the EIR impact assessment requirements. Fehr & Peers will complete a quantitative analysis of evacuation patterns for the three evacuation scenarios identified in Task 4.2 under baseline year, current General Plan horizon year, and preferred General Plan horizon year conditions. Fehr & Peers will prepare this analysis using their in-house modeling tool, based on an updated SCTA travel model and big data. The assessment will look at normal levels of traffic and additional traffic as expected from an evacuation scenario, analyzing traffic and levels of congestion on 15-minute intervals. This model dynamically reassigns traffic to less-congested routes, if available, which is a more accurate way of estimating trip assignments and identifying congested locations. This effort will identify heavily used evacuation routes, travel times, and key bottlenecks in the roadway network during each evacuation scenario. It will also allow us to identify changes in evacuation conditions from proposed land use changes, infrastructure improvements, or new policies and programs.

The quantitative evaluation described in this task is conceptual in nature because the historical hazard pattern in and around Sonoma County shows that wildfire and other hazards are unpredictable and can be sparked by any number of causes. The purpose of the analysis is to assess how evacuation times could potentially change after completion of the project for a given set of assumptions (which may not reflect an actual emergency event in the future).



As noted under Task 4.2, this evacuation analysis will identify the quantitative benefits of improvements to evacuation routes through potential policies and implementation efforts, including changes in travel times and exposure to hazards. This scope does not include specific engineering design recommendations, which would instead be developed through future implementation actions under the County's existing capital improvement planning process.

***Deliverables:***

- » Study Areas Map (draft and final; English and Spanish)
- » Land Use Scenarios Maps, Descriptions, and Buildout Potential (administrative draft, draft, and final; ArcGIS web viewer; English and Spanish)
- » Transportation Assessment Technical Memorandum (draft and final)
- » Infrastructure Assessment Technical Memorandum (draft and final)
- » Market Feasibility Assessment Technical Memorandum (draft and final)
- » Fiscal Impacts Assessment Technical Memorandum (draft and final)
- » Climate Risks Assessment Technical Memorandum (draft and final)
- » Equity Assessment Technical Memorandum (draft and final)
- » Land Use Scenarios Workbook (administrative draft, screencheck, and final; PDF and ArcGIS StoryMaps or equivalent; English and Spanish)
- » Preferred Land Use Scenario Memorandum (draft, revised draft, and final; PDF and ArcGIS webviewer; English and Spanish)
- » Evacuation Route Capacity Assessment of the Preferred Scenario Memorandum (draft and final)

## Task 6. General Plan Development

In this task, the PlaceWorks team will prepare the updated General Plan. It will align with the County's vision for a General Plan that is legally compliant and internally consistent, driven by the community's vision, comprehensive and integrated, practical and action-oriented, accessible and user-friendly, inclusive and equitable, and sustainable and forward-looking. The scope for this task includes an updated General Plan Audit, community-specific policy analysis, and iterative components leading to the complete draft of the General Plan. All deliverables will be ADA accessible and in formats easy to edit by County staff.

### 6.1 Updated General Plan Audit

In this task, the PlaceWorks team will review and revise the draft audit prepared during the Visioning Phase of General Plan Sonoma to incorporate outcomes from the Visioning Phase and prepare an updated assessment of the General Plan's structure, policies, and implementation effectiveness. PlaceWorks will submit the draft updated audit for review by County staff, followed by the final audit.

### 6.2 Community-Specific Policy Analysis

We anticipate engaging the community through Tasks 2 and 3 to understand community priorities, supporting an evaluation of how existing community-specific policy guidance could be integrated, updated, or otherwise addressed within the General Plan framework. In this task, PlaceWorks will support the County in identifying and responding to community-specific priorities by evaluating existing standalone area plans, local design guidelines, and community- and parcel-specific policies for revision and or integration into General Plan Sonoma, or retirement, to best meet local community needs and desires.



The first step in this task will be to analyze existing area plans, local design guidelines, and community- and parcel-specific General Plan policies to identify for retirement components that are outdated, redundant, or infeasible. PlaceWorks will then evaluate whether remaining community-specific policies and guidelines should remain in standalone documents or be integrated into the General Plan for clarity and usability. This analysis will be done in close collaboration and with support from County staff.

Depending on the results of the analysis and community input, PlaceWorks will work with County staff to confirm the next steps for the community-specific policy guidance, which could include targeted updates to the area plans or creation of community profiles that are integrated into the General Plan. This task will include a review of how other counties have approached community-specific policies and design guidance to inform best practices for Sonoma County.

### 6.3 Annotated Element Outlines

Throughout prior tasks, PlaceWorks and the County will consider the current set of General Plan elements and structure and whether changes may be needed.

In this task, PlaceWorks will work with County staff to identify a General Plan structure that is the best fit for Sonoma County. We will prepare an annotated outline for each element in the updated General Plan that identifies the topics that will be covered. At a minimum, all mandatory elements will be covered, incorporating the Safety and Environmental Justice Elements that were recently updated in August 2025. It is anticipated that the updated General Plan will also include elements that address tribal resources and climate resiliency. County feedback on the annotated outlines will inform the development of subsequent tasks to prepare the Draft General Plan.

### 6.4 Draft Policy Guidance and Crosswalk Matrix

Before preparing the complete draft of the General Plan, the PlaceWorks team will prepare the initial draft goals, policies, and programs to include in the General Plan. PlaceWorks will compile the draft policy guidance into a crosswalk matrix that illustrates how each goal, policy, and program aligns with the community's vision and guiding principles and statutory mandates. The PlaceWorks environmental team will also be consulted to ensure policies address environmental protection standards to support the EIR. The draft goals, policies, and programs will be internally consistent, as required by State law. Following County staff review of the crosswalk matrix, PlaceWorks will incorporate the revised set of goals, policies, and programs into the administrative draft General Plan.

### 6.5 Draft General Plan

The PlaceWorks team will prepare a General Plan that meets State requirements, responds to staff and community needs, meets all applicable County ADA standards, and is readable, user friendly, and easy to implement. The General Plan will provide an integrated, internally consistent statement of the County's goals, policies, and implementation programs, all grounded in the vision and guiding principles developed through General Plan Sonoma. Each element of the updated General Plan will include the following:

- » A brief review of background information summarizing current conditions in the county. Rather than exhaustive explanations of technical details, these sections will provide concise explanations that set the stage for the goals, policies, and programs.

- » Clearly articulated goals that the County is attempting to attain, toward which progress can be measured and reported annually.
- » Policies and programs that the County will implement to achieve its goals.
- » Maps, tables, and other graphics to clarify and illustrate key concepts.
- » Performance metrics that the County can measure over time to track progress in achieving key goals of the element.

PlaceWorks will submit the administrative draft of the General Plan to County staff for review and comment, then prepare the screencheck and public review drafts of the General Plan based on County staff direction. The General Plan document will be ADA compliant and developed in a format that can be readily edited by County staff, with maps and figures created in software compatible with County systems to allow for future updates.

The Draft General Plan will follow the structure and annotated element outlines prepared in Task 6.3. This scope anticipates that the updated General Plan will incorporate the Safety and Environmental Justice Elements that were recently updated in August 2025, with refinements to ensure internal consistency, reflect community needs and priorities, comply with any new requirements or guidance, and reflect updated data.

## 6.6 Board of Forestry Review

Although we do not anticipate significant changes to the Safety Element, any changes to the data, analyses, policies, or implementation actions that are related to wildfire risk and reduction, emergency preparedness and response, or evacuation could be subject to review by CAL FIRE and the Board of Forestry. PlaceWorks will facilitate CAL FIRE and Board of Forestry review and coordinate with County staff to incorporate appropriate recommendations, if any, into the draft Safety Element prior to adoption. This review should begin at least 90 days prior to the public hearings for consideration of adoption of the General Plan.

address potential conflicts.

### ***Deliverables:***

- » Updated General Plan Audit (draft and final)
- » Community-Specific Policy Analysis (targeted area plan updates or up to 9 community profiles)
- » Annotated Element Outlines
- » Draft Policy Guidance and Crosswalk Matrix
- » Draft General Plan (administrative draft, screencheck, and public review draft)
- » Completed CAL FIRE Checklist for the Safety Element
- » CAL FIRE/Board of Forestry coordination and virtual participation in one Board of Forestry & Fire Protection meeting

## Task 7. Environmental Review

In this task, the PlaceWorks team will analyze the environmental impacts of the updated General Plan and prepare an audit of the County's environmental review guidelines to support a streamlined CEQA process for future projects.

## 7.1 CEQA Kick-Off and Project Management

At the outset of this task, PlaceWorks will participate in a CEQA kick-off meeting with the County. At the kick-off meeting, we will coordinate existing available information, identify data needs and gaps, further define roles and responsibilities, set a protocol for communication, and discuss the CEQA project timeline.

PlaceWorks will coordinate closely with County staff to ensure that the CEQA document delivered to the County is legally defensible, accurate, and has a long-term useful shelf life for future streamlining. PlaceWorks' CEQA team will manage all aspects of the environmental review for the General Plan, working in close collaboration with PlaceWorks' planning team and coordinating with County staff to ensure that local policies, procedures, and any applicable codes are complied with and, where applicable, are incorporated into the EIR. We will also be responsible for consulting and coordinating with local and State agencies relative to the environmental document and the environmental review process, ensuring that the environmental review process and the EIR satisfy the CEQA statute and guidelines, and representing the PlaceWorks team in public meetings and conference calls as requested by the County.

During the course of the project, the PlaceWorks team will be mindful of record keeping for the purpose of building the administrative record for the EIR. At the completion of the EIR, PlaceWorks will compile all documents in the administrative record and electronically submit them to the County in Excel.

## 7.2 Tribal Consultation

AAC will provide tribal consultation support to the County in consulting with California Native American Tribes pursuant to AB 52 and SB 18, which is generally focused on the identification of tribal cultural resources and whether the implementing of the proposed project would impact tribal cultural resources. AAC will submit a request for the Sacred Lands File search by the Native American Heritage Commission for the planning area. AAC will provide policy-level expertise in guiding the County through the required consultation process, as well as provide draft consultation letters and consultation tracking. Our scope assumes the County will prepare the necessary notifications.

## 7.3 Notice of Preparation and Scoping

PlaceWorks will prepare a Notice of Preparation (NOP) of an EIR. Because the NOP supports the establishment of the environmental baseline, the NOP will be prepared and distributed early in the process and prior to the completion of a complete project description for the EIR. The NOP will include a brief project description with enough information so that all interested parties can adequately comment on the scope of the EIR. The NOP will identify the topics to be analyzed in the EIR, along with the information about how to participate in the scoping meeting. PlaceWorks will also prepare the Notice of Completion (NOC) form of the NOP. PlaceWorks understands that the County's internal clerical staff will be responsible for NOP and NOC form publication with the State Clearinghouse, responsible and trustee agencies, and other special interest groups and individuals identified on a distribution list to be developed in consultation with the County. In addition, County internal clerical staff will email the agencies and interested persons who request to be on the mailing list. County internal clerical staff will be responsible for submittal to the County Clerk and newspaper notices and post the notices on the project website in accordance with State law. PlaceWorks' budget does not include the payment of the County filing fees.

During the 45-day NOP review period, PlaceWorks will assist the County in organizing and conducting a public scoping meeting to present the CEQA process and to solicit comments regarding the scope and content of the environmental issues to be addressed in the EIR. PlaceWorks' CEQA Principal and Project Manager will attend the scoping meeting with County staff. As part of this task, we will prepare the materials for the meeting, including a presentation, required legal notices, and supporting materials. Any required reports or legal notices will be prepared by PlaceWorks using Permit Sonoma templates, and materials will be provided in English and Spanish as appropriate. PlaceWorks will take the minutes of the scoping meeting. If a verbatim transcript is required, our scope assumes the County would be responsible for the transcript.

PlaceWorks will organize all comments received during the scoping period in a matrix format by topic and commenter, which will be included as an appendix to the EIR, as well as be incorporated into the EIR, with reference to where each comment is addressed.

## 7.4 Administrative Draft EIR

In this task, PlaceWorks will prepare the Administrative Draft EIR, which will include all mandatory elements of an EIR in accordance with the CEQA Statute and Guidelines. The Administrative Draft EIR will be submitted to County staff for review and comment.

Sections of the EIR will include:

- Executive Summary
- Introduction
- Project Description
- Environmental Topical Sections—Existing Conditions and Regulatory Setting, Thresholds of Significance, Environmental Impact Assessment/Analysis, and Mitigation Measures (as needed)
- Alternatives to the Project
- CEQA-Required Assessment
- Mitigation Monitoring and Reporting Program

### Project Description

Working closely with the PlaceWorks' planning team, PlaceWorks' CEQA Project Manager will closely oversee the preparation of the project description. The project description will detail the project characteristics, including proposed land uses, and circulation patterns, and any other information related to changes to the physical environment. The project description will use information from the Draft General Plan to explain the projected buildout scenario for the environmental analysis. The project description will also include project objectives and required discretionary approvals. PlaceWorks will submit the draft project description early in this task and respond to one round of consolidated County staff comments, incorporating those edits into a revised project description that is included with the full Administrative Draft EIR.

### Environmental Topical Sections

The PlaceWorks team will prepare the environmental topical sections of the EIR. We will incorporate the relevant existing conditions analysis from Task 4, including any substantial updates that may have occurred,

to prepare the full environmental setting section for all topics. These sections will also include the thresholds of significance and environmental impact analyses, along with mitigation measures as needed.

The EIR will examine all phases of potential future development, including construction and operation. Where significant impacts have been identified, PlaceWorks will recommend mitigation measures as well as policy language to be incorporated into the General Plan or to avoid or mitigate significant impacts, pursuant to Public Resources Code (PRC) Section 21081.6(b) and CEQA Guidelines Section 15126.4(a)(2), which establish that when a project examined in an EIR is a plan (such as a General Plan), policy, regulation, or other public project, mitigation measures may be incorporated into the plan, policy, regulation, or project design to reduce impacts. The analysis will make a clear nexus for how potential impacts are addressed by implementation of General Plan policies and actions to ensure effective CEQA streamlining for future development projects in Sonoma County. This work will also be used to inform our recommendations for revisions to the County's Local Procedures for Implementing CEQA (Chapter 23A), as discussed in Task 7.10.

The scope of work for the analysis of each environmental topic is summarized below.

- **Aesthetics.** The aesthetics analysis will evaluate the Draft General Plan land use map, policies, and programs that may impact scenic vistas and other scenic resources. PlaceWorks will use its expertise in design and visual assessment and its familiarity with the county's visual resources to analyze potential aesthetic impacts related to visual compatibility with the surrounding land uses.
- **Agriculture and Forestry Resources.** Parts of Sonoma County are classified as Prime and Unique Farmland and Farmland of Statewide Importance by the State, as well as forest land pursuant to Public Resources Code Section 12220(g)), and timberland pursuant to Public Resources Code Section 4526. PlaceWorks will evaluate potential adverse impacts to agriculture and forestry resources, including the potential for these lands to be converted to other non-agricultural or forest lands, conflicts with Williamson Act contracts, or conflicts with ongoing agricultural or timber land viability.
- **Air Quality and Greenhouse Gas Emissions.** PlaceWorks will prepare the air quality, GHG emissions, and community risk and hazards analysis to evaluate impacts associated with potential future development that could result from implementation of the proposed General Plan. The analysis will be consistent with the current methodology of the Bay Area Air District for areas within the San Francisco Bay Area Air Basin and available guidance from the Northern Sonoma County Air Pollution Control District for areas within the North Coast Air Basin. Mitigation measures to reduce emissions will be incorporated, as necessary, to reduce project impacts.
- **Biological Resources.** The planning area includes possible habitat for several sensitive wildlife species and special-status plants. Applying Environmental Collaboratives' extensive knowledge of the area and county as a whole, they will collect and review existing information about resources occurring in the county. A limited field reconnaissance will be conducted by vehicle survey to generally review locations within the planning area, such as focal development areas. This information will be used to prepare the biological resources section of the EIR, which will provide information on vegetation types, wildlife habitat, potential for special status-species and jurisdictional wetlands, and any other important biotic features.
- **Cultural Resources.** AAC will assess the potential for impacts to prehistoric and historic cultural resources and identify mitigation measures, as necessary, that establish protocol for reducing impacts associated with future development pursuant to the General Plan. All work will be conducted

by or under the direct supervision of archeological and historic building experts who meet the Secretary of the Interior's Professional Qualifications Standards.

- **Energy.** PlaceWorks will prepare the energy section of the EIR in compliance with Appendix F and Appendix G of the CEQA Guidelines. Electricity and natural gas use associated with operational activities under the General Plan will be based on land uses associated with development in the planning area. The potential consumption of energy resources during operation, including but not limited to electricity, natural gas, and transportation fuels, will be quantified based on the same assumptions used in the air quality and GHG modeling.
- **Geology and Soils.** Bauer and Associates will support PlaceWorks in the preparation of this section of the EIR. Building off the recently updated Safety Element, Sonoma County Multi-Jurisdictional Hazard Mitigation Plan, and any updates that may occur as a result of the General Plan update process, the EIR will analyze the potential for impacts related to geology, soils, and seismicity. This section will include any necessary mitigation to ensure geological hazardous areas are avoided and potential future development is adequately assessed for potential geological and seismic hazards.
- **Hazards and Hazardous Materials.** Also building off the Safety Element, the Sonoma County Multi-Jurisdictional Hazard Mitigation Plan, and other updates, PlaceWorks will evaluate the potential impacts related to the use, storage, transportation, and disposal of hazardous materials during construction and operation of development that could occur from implementation of the General Plan. The EIR will describe hazards and hazardous materials issues and evaluate the potential exposure to these hazards through future development anticipated from adoption of the General Plan. This section will include a database search of properties that use, store, or transport hazardous materials in the planning area to identify sites that are on a list of hazardous materials or have “recognized environmental conditions.” Additionally, this section will consider whether land uses could result in transport, use, and/or disposal of hazardous materials, including hazardous materials within 1,000 feet of a school, and will discuss emergency access in the planning area.
- **Hydrology and Water Quality.** The hydrology and water quality section of the EIR will build from the infrastructure studies prepared by West Yost in earlier tasks and will include a description of the regional hydrological setting of the county, stormwater drainage characteristics, water quality data (both surface and groundwater), local receiving water bodies, pollutants of concern based on changes in land use, and flooding hazards. State, regional, and local plans, laws, and regulations pertaining to hydrology and water quality will be identified, including the County’s Municipal Chapter 11A, Stormwater Quality, and the Statewide Phase II Small MS4 Permit. Future development will be assessed in terms of the stormwater infrastructure, regulatory requirements for reducing stormwater runoff from development under the General Plan, and issues pertaining to water quality, erosion, siltation, and flooding.
- **Land Use and Planning.** The General Plan is the primary planning document for the County, and its update will be intended to ensure consistency between the General Plan, Zoning Ordinance, and federal and State laws. This section of the EIR will focus on evaluating whether implementation of the General Plan has the potential to conflict with land use plans, policies, or regulations adopted for the purpose of avoiding or mitigating an environmental effect. In addition, the EIR will discuss impacts associated with the potential to physically divide an established community.
- **Mineral Resources.** There are several active mineral extraction sites in Sonoma County. Using information provided in the Aggregate Resources Management Plan (1994) and Production Reports,

PlaceWorks will evaluate the potential loss of mineral resources available in the planning area that could result from future development.

- **Noise.** This section will evaluate the potential noise impacts of the General Plan, considering construction, transportation, and stationary sources. The EIR's assessment of roadway noise impacts will be based on a version of the US Federal Highway Administration (FHWA) Traffic Noise Prediction Model. The noise analysis will include a noise measurement survey to acquire ambient noise level data and development of updated transportation noise contours for traffic, rail, and aircraft.
- **Population and Housing.** This section will focus on the potential for displacement of people or housing and for substantial population growth that could result from implementation of the General Plan. PlaceWorks will also consider the growth-inducing potential of General Plan buildout, including indirect growth from increased employment opportunities.
- **Public Services and Recreation.** PlaceWorks will evaluate the potential need for new or expanded public services facilities to meet acceptable standards for services resulting from the General Plan, including law enforcement, fire protection, libraries, schools, parks, and recreational facilities. As part of this evaluation, PlaceWorks will contact service providers for background information, assistance with impact assessments, and mitigation recommendations, as needed.
- **Transportation.** Fehr & Peers will evaluate the potential transportation impacts of the General Plan, addressing the aviation, roadway, transit, bicycle, pedestrian, safety, and truck route components of the transportation system. This analysis will include an assessment of VMT impacts, consistent with SB 743, using the same VMT thresholds used in previous County EIRs. However, if the County opts to prepare a new VMT-based transportation impact threshold under Optional Task 7.11, the VMT analysis would be based on that new threshold.
- **Tribal Cultural Resources.** This section will address impacts to tribal cultural resources; it will be based on information provided by Tribes participating in the consultation process, completed as part of Tasks 2.6 and 7.2. The analysis will identify policies that establish protocol for potential future development to reduce the likelihood of impacts to tribal cultural resources.
- **Utilities and Service Systems.** This section will build from the infrastructure studies prepared by West Yost and the energy analysis prepared by PlaceWorks in earlier tasks and will assess impacts associated with water supply and demand, wastewater infrastructure, stormwater drainage, electric power, natural gas, telecommunications, and solid waste disposal. The analysis will rely primarily on information provided by the service providers and Sonoma Public Infrastructure through correspondence, system master plans, and technical reports. The section will evaluate whether existing supplies and capacities are adequate to serve new development resulting from implementation of the General Plan. The section will be prepared under the direction of a Registered Engineer in the State of California.



- **Wildfire.** The County contains lands within the State Responsibility Area and Very High Fire Hazard Severity Zone Local Responsibility Area, and has recently experienced several large wildfires, including the 2017 Tubbs Fire, 2019 Kincade Fire, 2020 LNU Lightning Fire Complex, and 2020 Glass Fire. Therefore, PlaceWorks will evaluate the potential for implementation of the General Plan to result in wildfire-related impacts, consistent with Appendix G of the CEQA Guidelines. This analysis will include an evaluation of the policies and programs in the updated General Plan, 2023 Community Wildfire Protection Plan, and 2025 Sonoma County Multi-Jurisdictional Hazard Mitigation Plan that may reduce wildfire impacts. In addition, we will consider the recommendations included in the 2025 Sonoma County Civil Grand Jury Report as they relate to wildfire evacuation. Analysis of wildfire evacuation impacts will rely on the evacuation route analysis being prepared by Fehr & Peers as part of Task 5.6.

### **Alternatives to the Project**

Based on the environmental analysis, PlaceWorks will evaluate no less than two or up to three alternatives to the proposed project, one of which will be the CEQA-required No Project Alternative. CEQA Guidelines allow the alternatives to be evaluated in less detail than the project, but they still will need adequate metrics to allow comparison. Accordingly, the alternatives will be evaluated at a qualitative level. Based on this analysis, the Environmentally Superior Alternative will be identified, as required by CEQA.

### **CEQA-Required Assessment**

PlaceWorks will prepare the appropriate conclusions to fulfill CEQA requirements by providing an assessment of significant, unavoidable environmental impacts, significant irreversible environmental changes, and the relationship between local short-term uses of the environment and long-term productivity.

### **Draft Mitigation Monitoring and Reporting Program**

Concurrent with the preparation of the Draft EIR, PlaceWorks will prepare a Mitigation Monitoring and Reporting Program (MMRP) for the mitigation measures included in the EIR. The MMRP, shown in tabular form, will identify responsibility for implementing and monitoring each mitigation measure, along with monitoring triggers and reporting frequencies. The MMRP will be submitted as a draft document to the County with the Administrative Draft EIR.

## **7.5 Draft EIR**

PlaceWorks will respond to a consolidated set of comments to prepare the screencheck draft of the EIR, which will be provided in Word format and in full PDF, including all graphics and supporting appendices. Following County staff review, PlaceWorks will prepare the Draft EIR, which will be the final version of the document prior to distribution. The Draft EIR will be carefully reviewed as part of PlaceWorks' quality assurance/quality control policy to confirm all comments and edits have been addressed and the document has all attachments, draft notices, and appendices as referenced in the text. The document will meet applicable California Accessibility Standards. Upon County approval of the Draft EIR, we will prepare a Notice of Availability (NOA) and the NOC form for the County to sign. The NOA will provide a summary of the project description and an explanation of the EIR process and scope of issues addressed in the Draft EIR. The NOA will also clearly identify the public review period and contact person and establish protocols for submitting comments on the Draft EIR.



Digital files of the EIR and appendices, as a whole and as individual chapters, will be submitted individually so they can be easily uploaded to the County's website and downloaded by interested parties. Our budget assumes that the County's internal clerical staff will distribute the Draft EIR and NOC form to the State Clearinghouse, responsible and trustee agencies, and special interest groups and individuals identified on a distribution list to be developed in consultation with the County. It is assumed the distribution list will include those who have signed up to be noticed for the General Plan update and those who commented as part of the scoping process in Task 7.3, as well as any required public agencies. We assume the County's internal clerical staff will also prepare the newspaper notices.

## 7.6 Public Comment Meeting

During the Draft EIR public review period, PlaceWorks will attend a public comment meeting to present the Draft EIR and solicit feedback on the document. PlaceWorks' CEQA Principal and Project Manager will attend the meeting with County staff. As part of this task, PlaceWorks will prepare the materials for the meeting packages, including legal notices, staff reports, and supporting materials. Reports and required legal notices will be prepared by PlaceWorks using Permit Sonoma templates. Materials will be provided in English and Spanish as appropriate. As with the Scoping Meeting in Task 7.3, PlaceWorks will be responsible for taking the minutes and recording all comments received and if a verbatim transcript is required, our scope assumes the County would be responsible for the transcript. We recommend that the meeting be held one to two weeks before the end of the 45-day review period, so the public has time to review the EIR in advance of the meeting and time to submit further comments following the meeting.

## 7.7 Final EIR

Immediately following the completion of the 45-day public review period, PlaceWorks will discuss with County staff the approach to responding to the comments. Responses will focus on comments that address the adequacy of the environmental document. Comments that do not address CEQA adequacy will be noted as such, and no further response will be provided in the EIR unless deemed necessary by County staff. If a substantial number of comments express the same concerns, PlaceWorks will prepare master responses to these comments. Comments received on the General Plan will be organized for response by the General Plan team and attached as an appendix to the Final EIR.

PlaceWorks will prepare the responses in coordination with County staff and the technical team, as needed, to ensure that the EIR and associated documents are legally defensible, accurate, and useful to decision makers. PlaceWorks will incorporate public and/or agency comments received on the Draft EIR and the responses to these comments into the Final EIR document. The estimated budget assumes that no additional research will be required to respond to comments, the comments will be directed at the substance and technical adequacy of the document, and the comments will be compiled by the County and transmitted via e-mail to PlaceWorks. Modification to the scope of work, budget, and schedule may be necessary if comments received from agencies and/or the public require substantially increasing the scope of impacts and issues to be addressed. Should this situation become apparent, we will discuss it with the County before the response to comments budget is consumed to determine an appropriate course of action.

The Final EIR will also incorporate any required minor revisions to EIR text and exhibits, if warranted, to correct errors and/or provide clarifications or additional information. Traditionally, we have shown these

edits as strike through for deleted text and underline for new text. However, with recent changes in legislation, PlaceWorks will work with the County to implement the best method for incorporating any required minor revisions to EIR. PlaceWorks will also prepare a final MMRP for the project to include in the Final EIR. PlaceWorks will compile the information into an administrative draft of the Final EIR for County review and comment.

Upon receipt of a consolidated set of comments from the County on the administrative draft, PlaceWorks will reconcile comments received and prepare a screencheck version of the Final EIR for County staff review. PlaceWorks will make any necessary revisions and prepare and submit the Final EIR to the State Clearinghouse. As required by CEQA, responses to public agency comments will be provided to those agencies a minimum of 10 days prior to consideration of the project by the Board of Supervisors. PlaceWorks will provide the Final EIR to the County for posting on the project website.

## 7.8 Findings and Statement of Overriding Considerations

CEQA requires agencies to prepare findings for each significant environmental effect identified in the EIR prior to approving the project. Therefore, PlaceWorks will prepare draft findings and facts in support of findings for each of the significant impacts identified by the EIR and the determination as to whether those impacts would be reduced to below a level of significance by proposed mitigation measures.

Additionally, CEQA requires that when an agency approves a project that will have significant adverse environmental effects that are unavoidable, the agency must make a statement of its views on the ultimate balancing of the merits of approving the project despite the environmental impacts. PlaceWorks will prepare the statement of overriding considerations (SOC) for any unavoidable significant impacts that may be identified by the Draft EIR. PlaceWorks will submit the draft Findings and SOC for one round of review by staff. PlaceWorks will assist the County staff with the County's resolution(s), but our scope does not include drafting the resolutions.

## 7.9 Notice of Determination

Within five days of the EIR certification and General Plan adoption hearing (covered in Task 3.7), PlaceWorks will prepare a Notice of Determination (NOD) for the County's internal clerical staff to submit to the Sonoma County Clerk and State Clearinghouse. PlaceWorks' budget does not include payment of the County Clerk and California Department of Fish and Wildlife filing fees. As with other postings, PlaceWorks will ensure they are ADA-compliant and meet the California Accessibility Standards.

## 7.10 Environmental Review Guidelines

CEQA has undergone many changes since adoption of the County's Environmental Quality Ordinance (Chapter 23A of the Sonoma County Code of Ordinances), including the most recent streamlining updates per AB 130 and SB 131. In this task, PlaceWorks will conduct an audit of Chapter 23A to determine what updates are needed given changes to CEQA since the chapter's adoption and to eliminate redundancies and ensure consistency with General Plan Sonoma and other planning documents. This evaluation will be based on CEQA (Public Resources Code 21000–21189) and the CEQA Guidelines (California Code of Regulations, Title 14, Division 6, Chapter 3, Sections 15000–15387), best practices, and the experiences of staff in assisting other jurisdictions with their tailored CEQA standards and guidelines.

PlaceWorks will prepare a matrix that includes each article and subarticle to assist in evaluation and direction by Permit Sonoma staff. PlaceWorks will classify the articles and subarticles into categories to keep, modify, or delete (e.g., because redundant or otherwise unnecessary or inconsistent with CEQA and the CEQA Guidelines).

As part of this task, PlaceWorks will also evaluate how the guidelines can be updated to help streamline the CEQA process in the county, including procedures for tiering. As demonstrated by the ruling in the 2024 Hilltop Group Inc v. County of San Diego case, if substantial evidence demonstrates a project's environmental effects were studied in the prior General Plan EIR or can be addressed through the uniformly applied General Plan policies and programs, then CEQA does not permit the lead agency to require an EIR, mitigated negative declaration, or other additional environmental review. PlaceWorks can assist County staff in considering how these determinations should be made to ensure compliance with the law. Finally, PlaceWorks will make recommendations on whether a tailored checklist would serve the County.

PlaceWorks will submit a draft and final audit and recommendations memo for review by Permit Sonoma staff. This process will ultimately assist the County in refining Chapter 23A to provide a practical tool that will provide clarity on the environmental review process for staff, applicants, the public, and decision makers.

## 7.11 VMT-Based Transportation Impact Criteria

Pursuant to SB 743, agencies have the discretion to devise their own thresholds of significance with respect to VMT, which should be supported by substantial evidence. Given the rural nature of some areas within the county, thresholds of significance guidance for VMT provided by the Office of Land Use and Climate Innovation may not be appropriate. Therefore, Fehr & Peers will support the County in developing and adopting VMT-based transportation impact thresholds to assist in streamlining the transportation analysis for future projects. This will involve discussions with County and SCTA staff to ensure the criteria are aligned with both regional and State direction, as well as climate targets set by the County.

### ***Deliverables:***

- » Kick-Off Meeting (virtual)
- » NOP (draft and final)
- » Scoping Meeting (virtual)
- » Project Description
- » Draft EIR (administrative, screencheck, and public draft)
- » Draft MMRP (administrative, screencheck, and public draft)
- » NOA (draft and final)
- » Public Comment Meeting (virtual)
- » Final EIR and MMRP (administrative, screencheck, and public draft)
- » Findings and Statement of Overriding Considerations (draft and revised)
- » NOD (draft and final)
- » Chapter 23A Audit and Recommendations Memo (draft and final)
- » Administrative Record (draft and final)

## Task 8. Final General Plan

In this task, PlaceWorks will compile staff-recommended changes to the Draft General Plan to present to the Planning Commission/Agency and Board of Supervisors at the adoption hearings. Following adoption, PlaceWorks will prepare the Final General Plan and an Implementation Program.

### 8.1 Inventory of General Plan Changes

Based on input received from the community through engagement activities in Tasks 2 and 3, PlaceWorks will work with County staff to identify recommended revisions to the General Plan that will be articulated in a marked-up inventory of changes. The inventory will be presented to the Planning Commission/Agency and Board of Supervisors with the Draft General Plan for final direction prior to adoption.

### 8.2 Final General Plan

Once General Plan Sonoma is adopted, PlaceWorks will create the Final General Plan that incorporates Board of Supervisors direction in both PDF and online formats. Following adoption, PlaceWorks will also submit all project files to the County, including all GIS shapefiles developed during the update process.

### 8.3 Implementation Program and Progress Tracking

As a companion to the Final General Plan, PlaceWorks will prepare an Implementation Program that inventories all General Plan implementation programs, identifies responsible department(s) and/or agency(ies), and specifies an estimated timeline for implementation. To assist with prioritization efforts, the Implementation Program will identify the level of priority for each program, which will be based on community input received during the update process and developed in close collaboration with Permit Sonoma staff to reflect County priorities. The Implementation Program will also list performance metrics to assist with progress tracking, with direction for periodic reviews of those metrics to track progress in achieving the goals of the General Plan, accompanied by policy refinements if needed to improve performance. The Implementation Program can be used as a work plan to guide County staff through implementation of the General Plan and to support preparation of General Plan progress reporting.

#### ***Deliverables:***

- » Inventory of General Plan Changes (draft and final)
- » Final General Plan (PDF and online)
- » All General Plan Files, including GIS shapefiles
- » Implementation Program (draft and final; English and Spanish)

## Task 9. Post-Adoption Outreach

After adoption of General Plan Sonoma, PlaceWorks will assist Permit Sonoma staff with the public roll-out of the updated General Plan.

### 9.1 General Plan Sonoma Summaries

PlaceWorks will prepare summaries of General Plan Sonoma, including a summary of each element, to support community education efforts. The summaries will be available in English and Spanish for anyone interested in learning about the updated General Plan and what is covered. The summaries can be posted

on the General Plan Sonoma website, shared with interested parties, and distributed at Permit Sonoma and other public spaces. Each summary will be visually compelling and accessible at a basic reading level, in addition to being ADA-compliant.

***Deliverables:***

- » General Plan Sonoma Summaries (draft and final; English and Spanish)

## Task 10. Zoning Database Amendments

PlaceWorks will support an evaluation of unincorporated county parcels to identify inconsistencies between the zoning map and land use changes and determine which sites need to be rezoned. This work will be conducted once the General Plan land use map is drafted, so that the Draft Zoning Database Amendments can be released with the Draft General Plan. PlaceWorks will evaluate the Draft Zoning Database Amendments as part of the General Plan EIR.

As part of this task, PlaceWorks will support County GIS staff in identifying parcels that need to be rezoned for consistency with the land use changes. Based on the results of the inconsistencies identification, PlaceWorks will support the County in preparing an update to the zoning database to provide consistency with the land use changes under General Plan Sonoma. As part of this task, PlaceWorks will also assist Permit Sonoma staff with coordination with any relevant departments.

PlaceWorks will prepare a memorandum that accompanies the final zoning database and summarizes the methodology used for the zoning database review. This memorandum will also describe recommended zoning amendments needed for consistency with the land use designations.

***Deliverables:***

- » Summary Methodology Memorandum (draft and final)

## Schedule

PlaceWorks' proposed schedule for completion of the Policy Development Phase of the General Plan update is shown in **Figure 1**. As shown in the schedule, we anticipate that the General Plan and EIR process can be completed within three years, or by December 2028, with post-adoption tasks finishing two months later, by February 2029. While aggressive, we believe this three-year schedule is feasible and keeping with your needs, but we are happy to revise the schedule if necessary.

Following is a summary of the tentative schedule for each scoped task:

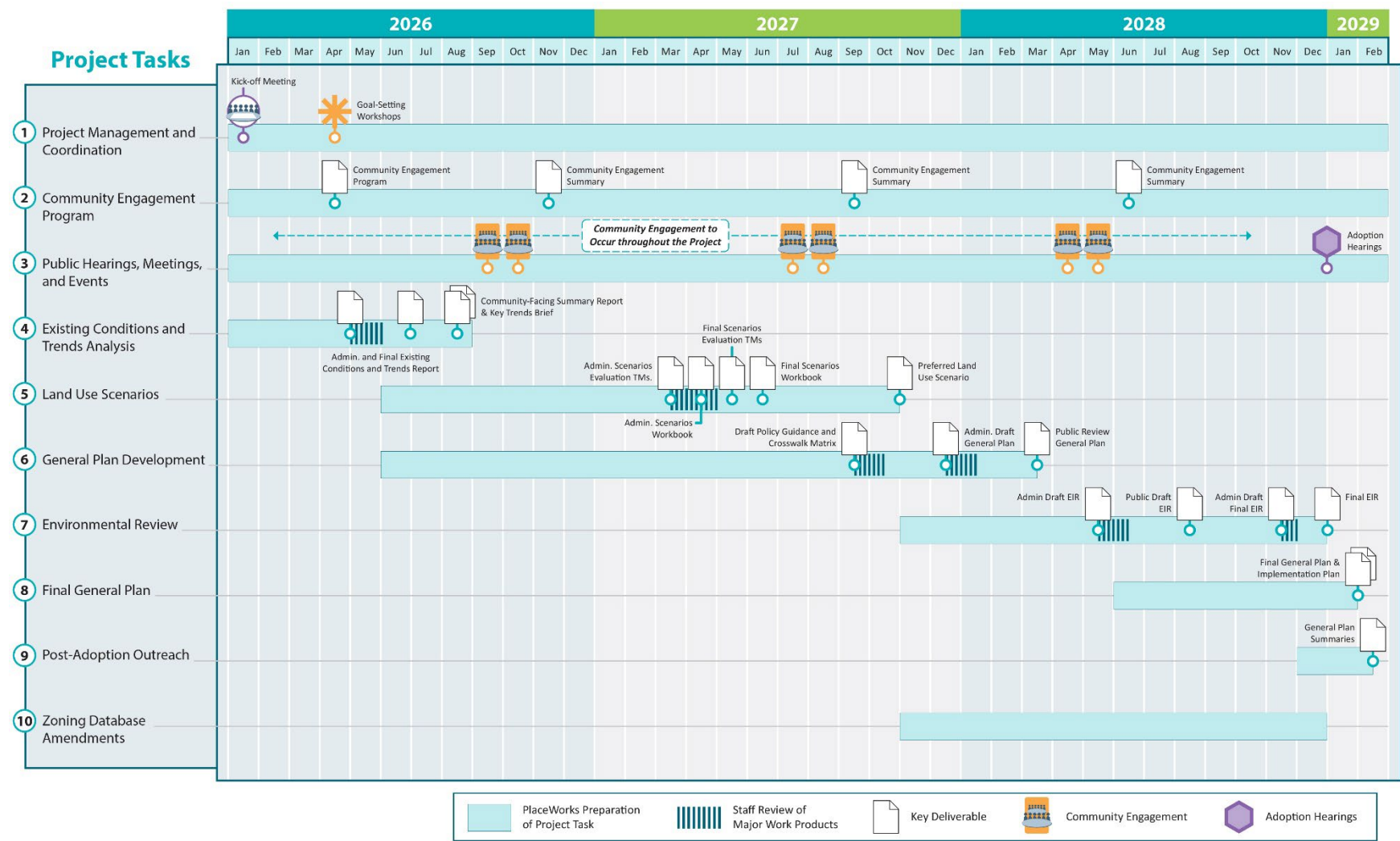
- **Task 1, Project Management and Coordination**, is anticipated to begin in January 2026 with a kick-off meeting, followed by data collection, preparation of the General Plan base map and updated website, and goal-setting workshops anticipated for April 2026. This task also includes on-going project management starting in January 2026 through the conclusion of the project in February 2029.
- **Task 2, Community Engagement**, will occur throughout the duration of the project. Our first major task will be to prepare the Community Engagement Program, which is anticipated to be final in April 2026. Throughout the project, we'll prepare online engagement, marketing, and outreach materials to support engagement efforts, and we'll develop and maintain partnerships with CBOs, youth organizations and

schools, and tribal governments and organizations. We'll prepare community engagement summaries after each major round of outreach, which is anticipated to occur in November 2026, September 2027, and June 2028.

- **Task 3, Public Hearings, Meetings, and Events**, will also occur throughout the duration of the project. We anticipate community workshops will occur in September to October 2026, July to August 2027, and April to May 2028. Other activities that engage community members on similar topics will be timed to coincide with the workshops. This task also includes the adoption hearings, which are anticipated to start in December 2028.
- **Task 4, Existing Conditions and Trends Analysis**, is anticipated to begin in January 2026. We plan to submit the Administrative Draft Existing Conditions and Trends Report to County staff in late April 2026, followed by the Final Report at the end of June 2026. The Community-Facing Summary Report and Key Trends Brief will follow in August 2026, when this task will be complete.
- **Task 5, Land Use Scenarios**, is anticipated to begin in June 2026. We will first identify draft study areas to discuss with community members during the first round of workshops in August/September 2026 and then prepare and finalize the land use scenarios in coordination with County staff. Once the land use scenarios are complete, we will evaluate the land use scenarios and prepare the Land Use Scenarios Evaluation Technical Memoranda, with administrative drafts anticipated in March 2027, followed by the Administrative Draft Land Use Scenarios Workbook in April 2027. These documents are anticipated to be finalized in May and June 2027, respectively. Following community workshops in July/August 2027, we will prepare the preferred land use scenario in late October 2028, when this task will be complete.
- **Task 6, General Plan Development**, is anticipated to begin in June 2026 with an update to the General Plan Audit prepared during the Community Visioning Phase, along with the community-specific policy analysis. We will then prepare annotated element outlines ahead of preparation of draft policy guidance, with the Draft Policy Guidance and Crosswalk Matrix anticipated for September 2027. Following County staff review, we will then prepare the complete Administrative Draft General Plan for submittal in December 2027. We anticipate the Public Review Draft General Plan to be finalized in March 2028, when this task will be complete.
- **Task 7, Environmental Review**, is anticipated to begin in earnest in November 2027, when the preferred land use scenario developed under Task 5 is complete, although we will begin the consultation and scoping work earlier in the project. We anticipate delivery of the Administrative Draft EIR in May 2028, followed by the Public Review Draft EIR in August 2028. During the public review period for the Draft EIR, we will hold a public comment hearing. We anticipate submitting the Administrative Draft Final EIR in November 2028, followed by the Final EIR in December 2028, when this task will be complete.
- **Task 8, Final General Plan**, is anticipated to begin in June 2028, when we'll begin an inventory of recommended changes to the Draft General Plan based on community feedback. Following adoption of the General Plan, PlaceWorks will prepare the Final General Plan and the Implementation Program in late January 2029, when this task will be complete.
- **Task 9, Post-Adoption Outreach**, is anticipated to occur between December 2028 and February 2029, with delivery of the final General Plan Sonoma summaries anticipated in February 2029.

- **Task 10, Zoning Database Amendments,** is anticipated to begin in November 2027, when the preferred land use scenario developed under Task 5 is complete. This work will continue through December 2028, when this task will be complete.

Figure 1 Project Schedule





## Exhibit B

# Cost of Service

As shown in Table 1, the estimated cost to complete the scope of work described in this proposal is \$3,428,048.

PlaceWorks recommends planning for a 10 percent contingency fund to cover any unforeseen out-of-scope work that might be necessary for the project. As shown in Table 1, with a 10 percent contingency fund, the total cost is \$3,770,853.

PlaceWorks is flexible regarding project costs and hope that you will not eliminate PlaceWorks from consideration on the basis of cost alone.

The billing rates for each team member are included in Table 1. PlaceWorks standard fee schedule is shown in Table 2.

PlaceWorks bills for its work on a time-and-materials basis with monthly invoices.

## Assumptions

This scope of work and cost estimate assumes that:

- PlaceWorks cost estimate includes the meetings listed in Section III. Additional meetings would be billed on a time-and-materials basis.
- No more than 120 hours of PlaceWorks staff time will be required to respond to comments on the Draft EIR. If additional labor is necessary, a contract amendment allowing additional work will be necessary.
- All products will be submitted to the County in electronic (PDF) format.
- Permit Sonoma staff will be responsible for meeting logistics, including schedule coordination, document production, printing notices, mailing costs, room reservations, and room set-up and take-down.

Table 1  
Cost Estimate

		PLACEWORKS																	Place- Works Hours		PLACE- WORKS TOTAL		SUBCONSULTANTS							10% Subconsultant Markup	SUBCONSULTANT TOTAL	TOTAL TASK BUDGET
		Charlie Knox	Tanya Sundberg	Angelica Garcia	Emily Fan	Tammy Seale	Eli Krispi	Project Planner	Terri McCracken	Liza Debies	Amber Sharpe	Senior Associate (CEQA)	Associate (CEQA)	Project Planner (CEQA)	Planner (CEQA)	Rob Mazur	Leo DiPierro						Alta	Environmental Collaborative	EPS	Fehr & Peers	West Yost	Bauer Associates				
		Principal	Principal	Senior Associate	Associate Principal	Principal	Senior Associate II	Key Staff	CEQA Sr Advisor	CEQA Lead	CEQA Key Staff	CEQA Key Staff	CEQA Key Staff	CEQA Key Staff	Associate Principal GIS Lead	Project Planner GIS	Graphics	Technical Editing					WP/ Clerical	Cultural Resources	Biological Resources	Economics	Transportation	Infrastructure	Geotechnical			
Role:		Senior Advisor	Principal-in-Charge	Project Manager	Outreach Lead	Climate Lead	Climate Resilience	Key Staff	CEQA Sr Advisor	CEQA Lead	CEQA Key Staff	CEQA Key Staff	CEQA Key Staff	CEQA Key Staff	Associate Principal GIS Lead	Project Planner GIS	Graphics	Technical Editing	WP/ Clerical													
Hourly Rate:		\$295	\$285	\$210	\$245	\$285		\$145	\$280	\$275	\$250	\$260	\$190	\$170	\$140	\$270	\$160	\$155	\$170	\$150												
TASK 1. PROJECT MANAGEMENT AND COORDINATION																																
1.1	Kick-Off Meeting	2	4	8		2		6												22	\$4,850	0	400	1,320	1,455	1,338	0	\$451	\$4,964	\$9,814		
1.2	Project Management and Communication	24	196	372	24	40	20	18												694	\$166,250	0	0	0	7,723	3,876	0	\$1,160	\$12,759	\$179,009		
1.3	Background Data Collection and General Plan Base Map		10	20			4	55								12	34			135	\$24,765	0	0	0	0	0	0	\$0	\$0	\$24,765		
1.4	Project Website	2	16	48				69										32		167	\$30,195	0	0	0	0	0	0	\$0	\$0	\$30,195		
1.5	Goal-Setting Workshops		32	48				24											8	112	\$24,040	0	0	0	0	0	0	\$0	\$0	\$24,040		
	Task 1. Subtotal	28	258	496	24	42	24	172	0	0	0	0	0	0	0	0	12	34	32	8	0	1130	\$250,100	\$0	\$400	\$1,320	\$9,178	\$5,214	\$0	\$1,611	\$17,723	\$267,823
TASK 2. COMMUNITY ENGAGEMENT PROGRAM																																
2.1	Community Engagement Program	2	16	50	6			40										6	8	4	132	\$25,810	0	0	0	0	0	0	\$0	\$0	\$25,810	
2.2	Online Community Engagement Tools		13	100	9			192									100			24	438	\$74,470	0	0	0	0	0	0	\$0	\$0	\$74,470	
2.3	Marketing and Outreach Materials		10	72	12			30											225		349	\$60,135	0	0	0	0	0	0	\$0	\$0	\$60,135	
2.4	Community Based Organizations Partnerships		5	100	2			40													147	\$28,715	0	0	0	0	0	0	\$0	\$0	\$28,715	
2.5	Arts and Youth Based Engagement		16	52	16			52										12			148	\$28,800	0	0	0	0	0	0	\$0	\$0	\$28,800	
2.6	Tribal Partnerships Support		50	26				86													162	\$32,180	0	0	0	0	0	0	\$0	\$0	\$32,180	
2.7	Community Engagement Materials		12	18																48	78	\$14,640	0	0	0	0	0	0	\$0	\$0	\$14,640	
2.8	Community Engagement Summaries		24	96				152												24	302	\$54,020	0	0	0	0	0	0	\$0	\$0	\$54,020	
	Task 2. Subtotal	2	122	418	45	0	0	440	0	0	0	0	0	0	0	0	0	100	315	8	4	1756	\$318,770	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$318,770
TASK 3. PUBLIC HEARINGS, MEETINGS, AND EVENTS																																
3.1	Community Workshops	4	264	356		2	16	262									20	60			984	\$206,480	0	0	0	0	0	0	\$0	\$0	\$206,480	
3.2	Community Events		12	60				45													177	\$31,845	0	0	0	0	0	0	\$0	\$0	\$31,845	
3.3	Hard-to-Reach Inclusive Engagement		84	112				70													266	\$57,610	0	0	0	0	0	0	\$0	\$0	\$57,610	
3.4	Youth-focused Engagement	0	48	96	6	0	0	42	0	0	0	0	0	0	0	0	0	20	0	0	212	\$44,500	0	0	0	0	0	0	\$0	\$0	\$44,500	
3.5	Issue-Focused and Technical Panels	2	78	76		16	16	34													222	\$52,510	0	1,600	14,100	8,400	8,052	0	\$3,215	\$35,367	\$87,877	
3.6	Community/Municipal Advisory Council Meetings		12	60				90													162	\$29,070	0	0	0	0	0	0	\$0	\$0	\$29,070	
3.7	Planning Commission/Agency and Board Meetings		160	240			4	120												40	564	\$121,260	0	0	0	0	0	0	\$0	\$0	\$121,260	
	Task 3. Subtotal	6	658	1000	6	18	36	663	0	0	0	0	0	0	0	0	0	20	140	40	0	2587	\$543,275	\$0	\$1,600	\$14,100	\$8,400	\$8,052	\$0	\$3,215	\$35,367	\$578,642
TASK 4. EXISTING CONDITIONS AND TRENDS ANALYSIS																																
4.1	Scope and Methodology Memorandum	2	6	14				16								2	4				44	\$8,740	0	0	0	0	0	0	\$0	\$0	\$8,740	
4.2	Existing Conditions and Trends Report	4	78	132		12	32	160								33	190		26	8	675	\$131,160	12,040	14,400	28,960	101,600	35,007	0	\$19,201	\$211,208	\$342,368	
4.3	Community-Facing Summary Report	2	12	36			6	46									12	54	8		176	\$31,480	0	0	0	0	0	0	\$0	\$0	\$31,480	
4.4	Key Trends Brief		4	13			6	22													61	\$11,160	0	0	0	0	0	0	\$0	\$0	\$11,160	
	Task 4. Subtotal	8	100	195	0	12	44	244	0	0	0	0	0	0	0	35	206	68	36	8	956	\$182,540	\$12,040	\$14,400	\$28,960	\$101,600	\$35,007	\$0	\$19,201	\$211,208	\$393,748	
TASK 5. LAND USE SCENARIOS																																
5.1	Study Areas	2	10	18				18									22				70	\$13,350	0	0	0	0	0	0	\$0	\$0	\$13,350	
5.2	Land Use Scenarios Development	4	24	55				68									80				231	\$42,230	0	0	0	0	0	0	\$0	\$0	\$42,230	
5.3	Land Use Scenarios Evaluation	2	38	60		9	18	46									72		8	3	256	\$51,355	0	0	34,125	89,135	50,007	0	\$17,327	\$190,594	\$241,949	
5.4	Land Use Scenarios Workbook	2	16	50			4	44									62	54	8		240	\$42,740	0	0	0	0	0	0	\$0	\$0	\$42,740	
5.5	Preferred Land Use Scenario	2	11	28		2	8	48									45				144	\$26,455	0	0	0	0	0	0	\$0	\$0	\$26,455	
5.6	Evacuation Analysis of the Preferred Scenario		4	4	12	26											4				50	\$12,930	0	0	0	60,075	0	0	\$6,008	\$66,083	\$79,013	
	Task 5. Subtotal	12	103	215	0	23	56	224	0	0	0	0	0	0	0	0	285	54	16	3	991	\$189,060	\$0	\$0	\$34,125	\$149,210	\$50,007	\$0	\$23,335	\$256,677	\$445,737	
TASK 6. GENERAL PLAN DEVELOPMENT																																
6.1	Updated General Plan Audit	2	40	64		8	26												4	6	150	\$36,180	0	0	0	0	0	0	\$0	\$0	\$36,180	
6.2	Community-Specific Policy Analysis	6	50	100				191													347	\$64,715	0	0	0	0	0	0	\$0	\$0	\$64,715	
6.3	Annotated Element Outlines	2	28	80		4	10	8													132	\$30,320	0	0	0	0	0	0	\$0	\$0	\$30,320	
6.4	Draft Policy Guidance and Crosswalk Matrix	8	144	240		10	30	180											20		632	\$134,100	4,160	1,600	7,595	12,980	0	0	\$2,634	\$28,969	\$163,069	
6.5	Draft General Plan	8	120	260		16	24	300								16	70	90	60	30	994	\$189,750	0	0	0	0	0	0	\$0	\$0	\$189,750	
6.6	Board of Forestry Review			2		2	8	16													28	\$5,430	0	0	0	0	0	0	\$0	\$0	\$5,430	
	Task 6. Subtotal	26	382	746	0	40	98	695	0	0	0	0	0	0	0	16	70	90	84	36	2283	\$460,495	\$4,160	\$1,600	\$7,595	\$12,980	\$0	\$0	\$2,634	\$28,969	\$489,464	
TASK 7. ENVIRONMENTAL REVIEW																																
7.1	CEQA Kick-Off and Project Management							12	56	84									30		182	\$44,860	5,120	1,200	0	0	0	980	\$730	\$8,030	\$52,890	
7.2	Tribal Consultation							2	4	4											10	\$2,660	5,200	0	0	0	0	0	\$520	\$5,720	\$8,380	
7.3	Notice of Preparation and Scoping			8				4	6	8				14				6			46	\$9,730	0	0	0	0	0	0	\$0	\$0	\$9,730	
7.4	Administrative Draft EIR							17	112	190	18	158	322	64	44				7	3	34	969	\$200,035	19,360	6,400	0	55,755	30,898	5,050	\$11,746	\$129,209	\$329,244
7.5	Draft EIR							12	36	68	18	93			45	6					278	\$60,530	0									

**Table 2      PlaceWorks Standard Fee Schedule**

<b>Staff Level</b>	<b>Hourly Bill Rate</b>
Principal	\$210-\$345
Associate Principal	\$195-\$285
Senior Associate II	\$170-\$270
Senior Associate I	\$160-\$235
Associate II	\$135-\$200
Associate I	\$125-\$185
Project Planner	\$105-\$175
Planner	\$90-\$155
Graphics Specialist	\$90-\$165
Administrator	\$135-\$245
Clerical/Word Processing/Technical Editor	\$45-\$170
Intern	\$80-\$125
Subconsultants are billed at cost plus 10%.	
Mileage reimbursement rate is the standard IRS-approved rate.	
Possible Yearly Increase of 5% on bill rates.	

### Exhibit C

With respect to performance of work under this Agreement, Consultant shall maintain and shall require all of its subcontractors, consultants, and other agents to maintain insurance as described below unless such insurance has been expressly waived by the attachment of a *Waiver of Insurance Requirements*. Any requirement for insurance to be maintained after completion of the work shall survive this Agreement.

County reserves the right to review any and all of the required insurance policies and/or endorsements, but has no obligation to do so. Failure to demand evidence of full compliance with the insurance requirements set forth in this Agreement or failure to identify any insurance deficiency shall not relieve Consultant from, nor be construed or deemed a waiver of, its obligation to maintain the required insurance at all times during the performance of this Agreement.

#### 1. Workers Compensation and Employers Liability Insurance

- a. Required if Consultant has employees as defined by the Labor Code of the State of California.
- b. Workers Compensation insurance with statutory limits as required by the Labor Code of the State of California.
- c. Employers Liability with minimum limits of \$1,000,000 per Accident; \$1,000,000 Disease per employee; \$1,000,000 Disease per policy.
- d. Required Evidence of Insurance: Certificate of Insurance.

If Consultant currently has no employees as defined by the Labor Code of the State of California, Consultant agrees to obtain the above-specified Workers Compensation and Employers Liability insurance should employees be engaged during the term of this Agreement or any extensions of the term.

#### 2. General Liability Insurance

- a. Commercial General Liability Insurance on a standard occurrence form, no less broad than Insurance Services Office (ISO) form CG 00 01.
- b. Minimum Limits: \$1,000,000 per Occurrence; \$2,000,000 General Aggregate; \$2,000,000 Products/Completed Operations Aggregate. The required limits may be provided by a combination of General Liability Insurance and Commercial Excess or Commercial Umbrella Liability Insurance. If Consultant maintains higher limits than the specified minimum limits, County requires and shall be entitled to coverage for the higher limits maintained by Consultant.
- c. Any deductible or self-insured retention shall be shown on the Certificate of Insurance. If the deductible or self-insured retention exceeds \$100,000 it must be approved in advance by County. Consultant is responsible for any deductible or self-insured retention and shall fund it upon County's written request, regardless of whether Consultant has a claim against the insurance or is named as a party in any action involving the County.
- d. **County of Sonoma, its officers, agents, and employees** shall be endorsed as additional insureds for liability arising out of operations by or on behalf of the Consultant in the performance of this Agreement.
- e. The insurance provided to the additional insureds shall be primary to, and non-contributory with, any insurance or self-insurance program maintained by them.
- f. The policy definition of "insured contract" shall include assumptions of liability arising out of both ongoing operations and the products-completed operations hazard (broad form contractual liability coverage including the "f" definition of insured contract in ISO form CG 00 01, or equivalent).
- g. The policy shall cover inter-insured suits between the additional insureds and Consultant and

include a “separation of insureds” or “severability” clause which treats each insured separately.

**h. Required Evidence of Insurance:**

- i.** Copy of the additional insured endorsement or policy language granting additional insured status;
- ii.** Copy of the endorsement or policy language indicating that insurance is primary and non-contributory; and
- iii.** Certificate of Insurance.

**3. Automobile Liability Insurance**

- a.** Minimum Limit: \$1,000,000 combined single limit per accident. The required limits may be provided by a combination of Automobile Liability Insurance and Commercial Excess or Commercial Umbrella Liability Insurance.
- b.** Insurance shall cover all owned autos. If Consultant currently owns no autos, Consultant agrees to obtain such insurance should any autos be acquired during the term of this Agreement or any extensions of the term.
- c.** Insurance shall cover hired and non-owned autos.
- d.** Required Evidence of Insurance: Certificate of Insurance.

**4. Professional Liability/Errors and Omissions Insurance**

- a.** Minimum Limit: \$1,000,000 per claim or per occurrence.
- b.** Any deductible or self-insured retention shall be shown on the Certificate of Insurance. If the deductible or self-insured retention exceeds \$100,000 it must be approved in advance by County.
- c.** If the insurance is on a Claims-Made basis, the retroactive date shall be no later than the commencement of the work.
- d.** Coverage applicable to the work performed under this Agreement shall be continued for two (2) years after completion of the work. Such continuation coverage may be provided by one of the following: (1) renewal of the existing policy; (2) an extended reporting period endorsement; or (3) replacement insurance with a retroactive date no later than the commencement of the work under this Agreement.
- e.** Required Evidence of Insurance: Certificate of Insurance specifying the limits and the claims-made retroactive date.

**5. Cyber Liability Insurance**

**Network Security & Privacy Liability Insurance:**

- a.** Minimum Limit: \$2,000,000 per claim per occurrence, \$2,000,000.00 aggregate
- b.** Coverage shall be sufficiently broad to respond to the duties and obligations as is undertaken by the Consultant in this agreement and shall include, but not be limited to, claims involving security breach, system failure, data recovery, business interruption, cyber extortion, social engineering, infringement of intellectual property, including but not limited to infringement of copyright, trademark, trade dress, invasion of privacy violations, information theft, damage to or destruction of electronic information, release of private information, and alteration of electronic information. The policy shall provide coverage for breach response costs (including notification costs), regulatory fines and penalties as well as credit monitoring expenses.
- c.** If the insurance is on a Claims-Made basis, the retroactive date shall be no later than the commencement of the work.
- d.** Coverage applicable to the work performed under this Agreement shall be continued for two (2) years after completion of the work. Such continuation coverage may be provided by one of the following:

- (1) renewal of the existing policy; (2) an extended reporting period endorsement; or (3) replacement insurance with a retroactive date no later than the commencement of the work under this Agreement.
- e. **Required Evidence of Insurance:** Certificate of Insurance specifying the limits and the claims-made retroactive date.

**Technology Errors and Omissions Insurance:**

- a. Minimum Limit: \$2,000,000 per claim or per occurrence, \$2,000,000.00 aggregate.
- b. Coverage shall be sufficiently broad to respond to the duties and obligations as is undertaken by the Consultant in this agreement and shall include, but not be limited to, claims involving security breach, system failure, data recovery, business interruption, cyber extortion, social engineering, infringement of intellectual property, including but not limited to infringement of copyright, trademark, trade dress, invasion of privacy violations, information theft, damage to or destruction of electronic information, release of private information, and alteration of electronic information. The policy shall provide coverage for breach response costs (including notification costs), regulatory fines and penalties as well as credit monitoring expenses.
- c. The Policy shall include, or be endorsed to include, property damage liability coverage for damage to, alteration of, loss of, or destruction of electronic data and/or information “property” of the County in the care, custody, or control of the Consultant. If the Consultant maintains broader coverage and/or higher limits than the minimums shown above, the Entity requires and shall be entitled to the broader coverage and/or the higher limits maintained by the contractor. Any available insurance proceeds in excess of the specified minimum limits of insurance and coverage shall be available to the Entity
- d. If the insurance is on a Claims-Made basis, the retroactive date shall be no later than the commencement of the work.
- e. Coverage applicable to the work performed under this Agreement shall be continued for two (2) years after completion of the work. Such continuation coverage may be provided by one of the following: (1) renewal of the existing policy; (2) an extended reporting period endorsement; or (3) replacement insurance with a retroactive date no later than the commencement of the work under this Agreement.
- f. **Required Evidence of Insurance:** Certificate of Insurance specifying the limits and the claims-made retroactive date.

**6. Standards for Insurance Companies**

Insurers, other than the California State Compensation Insurance Fund, shall have an A.M. Best's rating of at least A:VII.

**7. Documentation**

- a. The Certificate of Insurance must include the following reference: **25-26-010 PlaceWorks, Inc.**
- b. All required Evidence of Insurance shall be submitted prior to the execution of this Agreement. Consultant agrees to maintain current Evidence of Insurance on file with County for the entire term of this Agreement and any additional periods if specified in Sections 1 – 4 above.
- c. The name and address for Additional Insured endorsements and Certificates of Insurance is:  
**County of Sonoma, its officers, agents, and employees**  
**Attn: Permit Sonoma**  
**2550 Ventura Ave**  
**Santa Rosa, California 95403.**
- d. Required Evidence of Insurance shall be submitted for any renewal or replacement of a policy that already exists, at least ten (10) days before expiration or other termination of the existing policy.
- e. Consultant shall provide immediate written notice if: (1) any of the required insurance policies is

terminated; (2) the limits of any of the required policies are reduced; or (3) the deductible or self-insured retention is increased.

- f. Upon written request, certified copies of required insurance policies must be provided within thirty (30) days.

#### **8. Policy Obligations**

Consultant's indemnity and other obligations shall not be limited by the foregoing insurance requirements.

#### **9. Material Breach**

If Consultant fails to maintain insurance which is required pursuant to this Agreement, it shall be deemed a material breach of this Agreement. County, at its sole option, may terminate this Agreement and obtain damages from Consultant resulting from said breach. Alternatively, County may purchase the required insurance, and without further notice to Consultant, County may deduct from sums due to Consultant any premium costs advanced by County for such insurance. These remedies shall be in addition to any other remedies available to County.