City Of Woodland
City Council Meeting Agenda Summary Sheet

Agenda Item: Comprehensive Plan Update – Consultant Contract	**Agenda Item #:** (H) Action
	For Agenda of: 03/03/2014
	Department: Planning
	Date Submitted: 02/27/2014

Cost of Item: _____

Amount Budgeted: _____

Unexpended Balance: _____

BARS #:

Description:

Department Supervisor Approval: *Amanda Smeller, Building Official / s /*

Committee Recommendation: n/a

Agenda Item Supporting Narrative (list attachments, supporting documents)**:**

Staff Report

Consultant Proposal

Professional Services Agreement (to be attached)

Summary Statement/Department Recommendation:

Staff recommends approval of the contract.

Building & Planning Department

P.O. Box 9, 230 Davidson Avenue
Woodland, WA 98674
www.ci.woodland.wa.us
(360) 225-1048 / FAX # (360) 225-7336

MEMORANDUM

Date: February 27, 2014
To: City Council
From: Amanda Smeller, Community Development Planner
Re: Comprehensive Plan Update – Consultant Contract

The Comprehensive Plan periodic update is underway and due by June 2016. The City is working collaboratively with Clark County and the other jurisdictions within the County. Staff recommends hiring a consultant who will focus on the Comprehensive Plan Update process entirely.

The City received a proposal from Eric Eisemann, consulting Planner for the City of Ridgefield for the update. Staff recommends utilizing Mr. Eisemann as he has local experience with Comprehensive Plan updates and is familiar with Woodland as well. Staff is asking $50,000 for the process, which includes Mr. Eisemann's projected costs and additional costs for mailers, printing, and other necessary materials and supplies.

The $50,000 will come out of general fund reserves.

A Professional Services Agreement will be reviewed by the City Attorney for Mr. Eisemann to sign.

-AS

E^2 Land Use Planning, LLC
Eric Eisemann J.D.
215 West 4th Street, Suite 201
Vancouver, WA 98660
Phone 360.750.00ééé38
Fax 360.694.1043
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Amanda Smeller, Community Dev. Planner
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smellera@ci.woodland.wa.us

Re: Woodland Comprehensive Plan Update – Consulting Services

Dear Ms. Smeller:

Thank you for requesting a proposal for consulting services from E^2 Land Use Planning Services, LLC (E^2). We would be delighted to help the City and your citizens successfully complete the upcoming comprehensive plan update.

The E^2 team has worked with small cities on GMA-mandated plan updates for two decades. Most recently, E^2 teamed with Elizabeth Decker, JET Planning, and Sally Heppner, Sally Heppner Design, to amend the Ridgefield Comprehensive Plan. Together we provide a long-term planning perspective, the fresh eyes of a professionally-trained younger planner, and a strong design aesthetic.

We know the GMA and Clark County process and the State and County players very well. Currently, the firm is again involved in the Clark County update process, working on behalf of Ridgefield. We may provide support to La Center. We have evaluated our workloads and are well-positioned to provide services to multiple cities during this plan update cycle. We believe we can provide both efficient services and personalized service. Our past and current work on local comprehensive plan updates is a direct benefit to Woodland in terms of cost savings for meetings, background knowledge, and our long-term relationships with County staff.

Our proposal recognizes that Woodland is considering whether to rely heavily on consulting services or to hire part-time planning staff and rely on more advisory consulting services. We are willing and able to work in either capacity. However, we do believe that our Option 1 proposal provides a more comprehensive and streamlined planning process; we also aim to deliver a more cost-effective option for the City when compared with part-time staffing costs plus limited consulting services.

We look forward to answering your questions about our proposed scope of services and budget.

Sincerely,

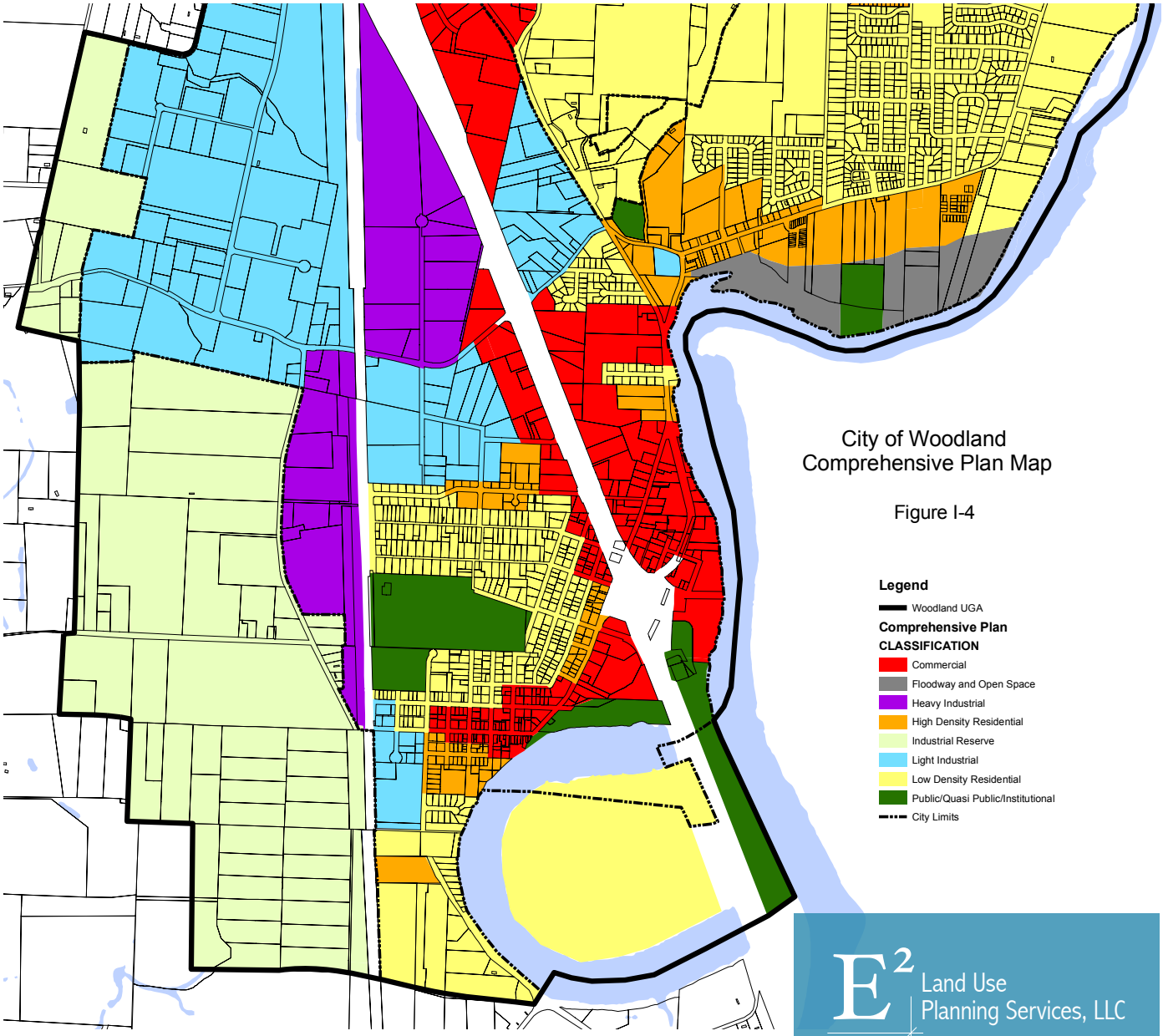
éEric Eisemann

Enc.
Copy - Mr. Bart Stepp, P.E.

Proposal

FOR THE CITY OF WOODLAND

2016 Woodland Comprehensive Plan Update



E2 Land Use Planning Services, LLC

214 W 4th Street #201
Vancouver, WA 98660
(360) 750-0038

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Introduction

The City of Woodland will update and adopt amendments to its Comprehensive Plan no later than June 2016. The City will work independently though in concert with Clark County during the update process. This proposal responds to an inquiry from the Woodland City Engineer and City Planner for professional planning assistance and guidance during the update process.

E² CAN SERVE *as an advisor to staff or take on a more robust role.*

E² Land Use Planning, LLC (E²) is pleased to provide this proposal for long range planning services. The proposal and scope of work is to provide active support to Woodland staff as they manage the upcoming update to the Woodland Comprehensive Plan. It is our understanding that the City has not yet decided whether to rely primarily on consulting services to support the update process or whether the City may hire a part-time staff to manage the process and rely on more limited consulting support.

Consequently, our proposal is flexible enough to meet the City's planning needs; we can offer robust or limited consulting services. For example, GMA requires early and continuous public participation in the planning process; E² could design and lead the public participation program on behalf of the City or we could advise city staff how to construct the public participation plan and take a less active role in the administration of the public participation activities. We are capable and willing to work in either capacity.

I. Qualification Summary

E² Land Use Planning Services, LLC has helped local jurisdictions meet their long range planning obligations under the Washington Growth Management Act (GMA) since 1994. For the past two decades E² has been directly involved in nearly every comprehensive plan update process undertaken by Clark County and the cities of La Center and Ridgefield. E² also completed a complete comprehensive plan update and large UGA expansion for the City of Winlock in Lewis County.

E² proposes a well-qualified team of three sole practitioners, providing a range of skills and flexibility in delivering services to meet the City of Woodland's needs.

Our team includes:

- Eric Eisemann, J.D. (E²): *Will serve as project manager and provide land use services.*
- Elizabeth Decker, MURP (JET Planning): *Will provide land use services.*
- Sally Heppner, B.F.A. (Sally Heppner Design): *Will design materials for print and web.*

In addition to our team members' individual skills, the E^2 team has significant experience working together on comprehensive planning efforts, including completing the two most recent annual amendments of the Ridgefield Comprehensive Plan. Please see attached resumes for full team qualifications.

Please note that we are assuming the City will take the lead on water, sewer, and parks issues, and will retain a consultant with transportation expertise or rely on City staff. If requested, E^2 could also add a transportation consultant to our team.

E^2 HAS WORKED *on GMA comprehensive plan updates and amendments for two decades.*

II. Understanding and Approach

Our approach reflects four key principles:

- GMA Compliance: Our team has developed expertise in GMA planning requirements over the past 20 years of work. Our experience will ensure that the City's comprehensive plan meets all GMA and SEPA requirements, and avoids costly revisions or challenges.
- Tailored Public Participation: Our approach is to work with existing community groups, both city-convened and private groups to develop a community vision to guide the plan.
- Local Understanding: E^2 has worked in Clark County jurisdictions for decades, and has been involved in the County's planning efforts for this update cycle from the beginning. We will apply this knowledge to Woodland's comprehensive planning efforts to respond to local priorities and integrate seamlessly with County efforts.
- Cost Effective Delivery: Our team can deliver a robust comprehensive plan for the City of Woodland that incorporates the community vision and satisfies all state planning requirements for a reasonable fee, whether working as the lead consultant or as an advisor to staff. Our background knowledge ensures no time will be wasted.

Our understanding of the project is rooted in the specifics of the City's planning requirements in relationship to the statewide planning mandate. The City of Woodland is the southern-most city in Cowlitz County. Because a portion of the southern edge of the City lies within Clark County, the Woodland must plan along with Clark County as a fully planning GMA jurisdiction. (See WWGMHB Case No. 95-0068.) As a 'hybrid' planning jurisdiction, Woodland aligns itself with Clark County county-wide planning polices to the extent applicable.

Currently, Cowlitz County is updating its comprehensive plan, updated in 1981, consistent with RCW 36.70. A draft of the new Cowlitz County plan, which may provide useful background material for Woodland, may be available in early 2014.

REGULATORY FRAMEWORK: GROWTH MANAGEMENT ACT

Woodland's Comprehensive Plan must meet the GMA requirements for a comprehensive plan update process, which we recommend the City achieve by following a four-step process.

1. The GMA requires cites to ensure there is an opportunity for early and continuous public participation in the development of local comprehensive plans. (RCW 36.70Aa.140.) The GMA also requires local governments to establish schedules and procedures for public participation in the update process. (RCW 36.70A.130(2)(a).)

2. A local jurisdiction must review its current plans and regulations and must determine whether there is a need to revise its urban growth boundary. The Washington Department of Commerce (Commerce) has prepared a checklist which is a useful tool for evaluating whether local plans and regulations are in compliance with the GMA. After evaluating its status relative to the statute a city may develop and adopt a scope of work. Providing Commerce with a 60-day review period of the adopted scope of work and public participation plan will limit the scope of potential legal challenges later on.

MANDATORY *plan elements*

The GMA requires a jurisdiction to review specific plan elements and encourages review of other elements. Mandatory review elements include:

- Review of plans and polices for consistency with changes to state law;
- Review of population projections and adequacy of the urban growth boundary to accommodate the 20-year population forecast;
- Review of the local critical area ordinance (CAO) to ensure consistency with Best Available Science (BAS); and
- Review of regulations pertaining to mineral and other resource lands within the UGA.

Recommended review elements include:

- Land use element, including a vacant and buildable lands inventory;
- Inventories of housing stock, capital facilities and transportation resources
- Amendments to capital facilities and transportation elements as needed; and
- Review for internal consistency between the plan and implementing regulations, which must support the plan.

3. At the end of the planning process the local elected officials must take legislative action, i.e. adopt the comprehensive plan and supporting documents by ordinance. It is strongly recommended that the Planning Commission initiate the public hearing process and forward its recommendation to the City Council for review and action. The City Council

may adopt annual plan amendments and periodic review amendments simultaneously. The ordinance must explicitly state that the action being completed, whether to adopt plan amendments or to find that no further revisions are necessary, is in compliance with RCW 36.70A.130.

4. In addition to the SEPA review process, a jurisdiction has two statutory obligations to notify Commerce of its activity. At least 60 days prior to final adoption the jurisdiction must send Commerce a notice of intent to adopt. Within ten days after adoption, the jurisdiction must send Commerce a final copy of the adopted plans.

CLARK COUNTY TIMEFRAME

WOODLAND COULD *take an active role in the County planning process to ensure its priorities are reflected.*

Local Clark County jurisdictions will likely follow the planning assumptions and timeframes adopted by Clark County. We recommend that Woodland do the same, and that Woodland take an active role in the County planning process to ensure its priorities are reflected in said assumptions.

The Clark Board of County Commissioners (BOCC) has adopted the Office of Financial Management (OFM) median population forecast. This forecast, which will be divided amongst the jurisdictions and the County, may have implications for the residential area of Woodland within Clark County, such as increased population or density targets.

The Clark BOCC already adopted a public participation plan and will soon adopt employment forecasts. Other planning assumptions Clark County adopts may have general implications for Woodland, such as, housing density and persons per household. To the extent that these planning assumptions are relevant to Woodland, the City should be prepared to inform the BOCC of its preferences.

Key timeframes in the Clark County update process which relate to Woodland's planning efforts include:

- Early 2014 – adopt public participation plan and population forecast
- Spring 2014 – adopt planning assumptions such as densities and household size
- Summer 2014 – vacant and buildable lands analysis
- Summer and fall 2014 – initiate SEPA process
- 2015 – public participation and capital facilities analysis
- January 2016 – coordination with Commerce
- Spring 2016 – adoption and close out

Using the same beginning and end dates, we propose that Woodland leverage the County's efforts to guide their own planning process. In basic terms, our recommended timeline for the City includes:

- Early spring to summer 2014: Participate in developing the County assumptions for population, density, household size, vacant and buildable lands analysis, etc; apply to Woodland or modify as needed. Establish scope of update and public participation plan.
- Summer and fall 2014: Participate in County SEPA process or initiate separate City process.
- Summer 2014 through 2015: Initiate Woodland planning efforts based on County groundwork, including analysis of existing city conditions, public participation, CFP analysis, needs analysis, and developing planning policies. Coordinate with City staff, PC and Council to guide the process.
- Early 2016: Coordinate with Commerce and complete adoption process in time to meet June 2016 deadline.

III. Proposed General Scope of Work

Conceptually, the comprehensive plan update process is a fairly simple linear process:

1. Start with a **V**ision for the community.

2. Develop basic planning assumptions, e.g. population and employment forecasts, housing densities and jobs per household.

3. Consider **E**xisting conditions such as, vacant and buildable land inventories and capital facilities to determine what aspects of the community vision are already met under the planning assumptions.

4. Determine what is **N**eeded to meet any gaps in your community's vision, whether it be additional land, reallocation of existing zoning, or implementing regulations.

V – E = N
community **V***ision minus* **E***xisting conditions equals anticipated* **N***eed*

Our approach focuses on determining three key factors: the total **V**ision, the **E**xisting conditions, and any remaining **N**eed, each filtered through the lens of the planning assumptions.

Our proposed approach to translate that general process to the Woodland Comprehensive Plan update is as follows:

1. Inventory: Determine assumptions and existing conditions.

a. Complete the Commerce update checklist regarding plans, policies and regulations.

b. Identify current assumptions,

c. Conduct preliminary assessment of vacant and buildable lands,

d. Assess current adequacy of capital facilities plans (CFPs), and

e. Report to Planning Commission and City Council.

2. Public Participation Plan (PPP) / Scope of Work: Determine community vision.

a. Planning Commission draft initial PPP with public input: written plan, piggy-back with community events, news releases, website, blog, email list-serve, mailing list, hearing schedules, etc.,
b. Planning Commission propose scope of work based on Inventory Phase,
c. City Council modify and adopt PPP and Scope of Work by resolution, and
d. Submit PPP and Scope of Work to Commerce for 60-day review period.

3. Analysis & public process: Refine vision and assumptions, identify needs and means of meeting them.

Early and continuous *public participation is essential.*

a. Provide public opportunity to participate and comment on all elements.
b. Adopt population and employment forecasts, and planning assumptions,
c. Assess current plan policies and regulations, such as critical areas and shorelines,
d. Refine buildable lands analysis,
e. Consider policy amendments,
f. Consider whether UGA expansion Is needed,
g. Evaluate adequacy of CFPs against planning assumptions,
h. Propose amendments, as needed, and
i. Initiate SEPA process.

4. Legislative Action: Formalize all elements.

a. Planning Commission to conduct public hearings on issues identified in Scope of Work and report to City Council,
b. Provide Commerce with proposed amendments for 60-day review period,
c. Conclude SEPA process, and
d. City Council to conduct public hearings on proposed amendments and adopt final ordinance consistent with RCW 36.70A.130.

5. Final notice and close out.

a. Submit final adopted plans to Commerce within 10-days.

6. Celebrate and Implement Plan.

IV. Cost Estimate

The Scope of Work and cost estimate is preliminary and open to negotiation. The cost estimate offers two options for consulting services. Both options assume that the City will be responsible for mailings (U.S. Postal and email), City web site management, meeting facility arrangements, and public notice. Both options assume that Woodland will generally stay apace with the Clark County update process and that City staff will attend Clark County/City coordination meetings and work sessions. (E^2 will attend the meetings regardless and would not charge Woodland for this time.)

How heavily *does Woodland intend to rely on staff or consulting services?*

OPTION 1: ROBUST CONSULTANT SERVICES

The E^2 team will perform the following activities during the multi-phased project:

Phase 1, Inventory: Complete the Commerce Checklist; review existing Woodland Comprehensive Plan policies, regulations and CFPs; and assist staff with the preliminary VBL inventory. Coordination with the Planning Commission and Council is a City staff responsibility.

Phase 2, Public Participation Plan (PPP) / Scope of Work: Assist staff in developing the Scope of Work and Public Participation Plan. City staff will coordinate with PC, Council, and Commerce.

Phase 3, Analysis & Public Process: Assist staff with population and employment forecasts, and planning assumptions; assess current plans and policies excluding critical areas and shorelines; refine buildable lands analysis with staff; review CFPs and assess adequacy against planning assumptions (City Public Works to take the lead on water and sanitary, City Planning to take the lead on Parks, Transportation will require third party assistance); propose CFP amendments, as needed; complete SEPA checklist and assist staff with threshold determination. We recommend participating in the Clark County EIS review process rather than an independent EIS, if possible. E^2 will manage and take a leadership role in the public participation process to refine assumptions and community vision. Public participation is time consuming; the City and E^2 should carefully consider the cost of E^2 involvement in non-governmental public meetings.

Phase 4, Legislative Action: Assist staff through multiple public hearings at the Planning Commission; prepare draft materials for submittal to Commerce; prepare position papers and information regarding topics being discussed; prepare draft recommendations and amendments for review; provide graphic support for new plan layout; support staff though the City Council hearing and review process; prepare draft adoption ordinance, consistent with RCW 36.70A.130, for City Attorney review; and assist staff in project close-out with Commerce.

OPTION 2: ADVISORY CONSULTANT SERVICES

Option 2 assumes that the City will dedicate a staff member to the project on a part-time basis. The E^2 team will serve as a project advisor to ensure that the City satisfies its obligations under GMA. E^2 will assist in the preparation of reports and recommendations and will help ensure internal consistency. E^2 will have a limited role in the public participation component of the project, leaving the primary outreach responsibilities to City Staff.

WOODLAND COMPREHENSIVE PLAN UPDATE ESTIMATE OF COSTS

Activity	*Option 1 Hours*	*Robust Cost*	*Option 2 Hours*	*Advisory Cost*
Inventory				
Commerce Checklist	8		2	
Current assumptions	8		4	
Preliminary VBL analysis	8		2	
Adequacy of current CFPs	16		6	
Coordination & reporting to City	10		4	
Sub-total	50	$6,250.00	18	$2,250.00
Public Participation and Scope of Work				
Create draft PPP	6		3	
Create draft Scope of Update	6		3	
Council adopts and send to Commerce	4		2	
Sub-total	16	$2,000.00	8	$1,000.00
Analysis & Public Process [1]				
Population & employment forecasts	12		4	
Assess current plans & regulations	16		6	
Refine VBL analysis	12		6	
Review possible policy amendments	12		4	
Consider UGA expansion	4		2	
Re-evaluate CFPs in light of assumptions & policy	8		4	
Update CPFs as needed [2]	32		10	
Refine amendments and draft & edit plans	40		10	
Initiate SEPA process [3]	8		0	
Sub-total	144	$18,000.00	46	$5,750.00

Legislative Action				
Planning Commission work session & hearings (6)	36		12	
Commerce Notice	4		2	
Conclude SEPA process	6		0	
Prepare draft ordinance for City Attorney	6		2	
City Council work session & hearings (3)	18		6	
Adoption	2		0	
Sub-total	72	$9,000.00	22	$2,750.00
Close out				
Send final plans to Commerce	2		0	
Sub-total	2	$250.00	0	0
Estimated professional services total	284	$35,500.00	94	$11,750.00
Materials, supplies and mileage				
Design of print and web compatible materials (Sally Heppner Design)		$6,500.00		$6,500.00
Materials & mileage		$1,500.00		$500.00
Sub-total		$8,000.00		$7,000.00
Estimated Project Cost[4]		**$43,500.00**		**$18,750.00**

Notes

[1] Estimate can vary depending upon haw many outreach meetings the consultant attends

[2] Transportation CFP requires separate consulting firm

[3] SEPA may be less if part of County process

[4] Estimate based on an melded cost of $125/hour

V. Resumes

E²

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Vancouver, WA 98660
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e.eisemann@e2landuse.com

Professional Employment

- **Owner, E² Land Use Planning Services, LLC** – May 2001 to present.
- **Adjunct Faculty** – 1983 - present. *University of Oregon,* School of Architecture and Allied Arts, Historic Preservation Program, Eugene, OR.
- **Senior Planner / Corporate Counsel** – *Winterowd Planning Services, Inc.* Portland, OR.
- **Executive Director** – *Historic Preservation League of Oregon*, Portland, OR.
- **Director** – *Oregon Preservation Resource Center*, Portland, OR.
- **Project Manager** – *Winchester Main Street Revitalization Project,* Winchester, KY.

Eric Eisemann is a problem solver whose advises local governments, non-profit corporations, and private property owners about complex land use planning issues. He an active member of the Washington and Oregon State Bar Associations but does not engage in the practice of law.

Mr. Eisemann brings two important perspectives to his work. First, because of his training and experiences in land use planning and law, he knows how to manage the critical inter-relationship between a planning document or process and legal requirements. Second, because his clientele include local governments and private interests he has a balanced perspective towards land use.

Mr. Eisemann is a skilled writer and has the ability to turn complex thoughts and legal issues into understandable prose. Mr. Eisemann has excellent communication skills, extensive project management expertise, and decades of public meeting experiences.

Relevant Professional Experience

E² specializes in helping Washington local governments fulfill their land use responsibilities to the public and to the law. E² experiences range from comprehensive plan development to daily current planning activities; from code writing to project review; and from public outreach to inter-governmental coordination. Hard work, integrity, and personal service are E² hallmarks.

Mr. Eisemann and E² have successfully completed:

- **Comprehensive Plan and Capital Facilities Planning** – Managed multiple projects to develop or update comprehensive plans and capital facilities plans in Ridgefield, La Center, and Winlock
- **Community Visioning** – Led community visioning processes in La Center, Winlock and North Bonneville, WA and Mosier, OR
- **Urban Growth Boundary Amendments** - E², working with a team of local citizens, environmental specialists, engineers, other professionals, has successfully expanded local growth boundaries
- **Annexation** – Successfully assisted cities annex multiple land tracts of land
- **Code Drafting** – Including: Mixed-Use, Unified Development Code, Planned Development, Land Divisions, Manufactured Housing, Telecommunications, Procedures, Hearing Examiner, Impact Fees, and Historic Preservation
- **Critical Areas** - Drafted critical area codes, based upon best available science, for municipalities in Washington; all adopted

Education

- **Juris Doctor** –

  Lewis & Clark Northwestern School of Law, Environmental Certificate (Honors in Moot Court and Legal Writing)

- **Master of Arts** – American Folk Studies and Historic Preservation Planning, Western Kentucky University (Academic Honors)

- **Bachelor of Arts** – Anthropology / Comparative Religious Studies, Knox College (Academic Honors)

Professional Certifications

- **Oregon State Bar Association** – Active member. Real estate and land use section.

- **Washington State Bar Association** – Active member. Real estate and environment section.

- **Kentucky Colonel Commission** – Award for exemplary service to the Commonwealth of Kentucky.

- **Sub-Area Planning** – worked on sub-area plans for Mixed Use Residential/Commercial and Mixed Use Industrial/Commercial

- **Development Agreements** – Drafted agreements for Mixed Use (Industrial Commercial & Residential) development, Concomitant Rezone, Planned Development, Subdivisions

Current Planning

- **Staffing Public Bodies** - Provide staff support on a temporary or long term contract to local governments. Services include: staffing the counter, responding to public inquiries, staffing planning commission and city council meetings, monthly reporting, hearings, and more.

- **Land Use Application Review** – Provided on-call planning services to local governments for more than a decade. Sometimes the association is short term, specifically designed to fill a staffing or budget shortfall. Sometimes E^2 and the community have built relationships that span many years

- **Utility Entitlements** - Currently assisting the city of Lake Oswego, OR in multi-jurisdiction water utility permitting process; other public projects include waste water, potable water, transmission systems and emergency response stations

- **State and Federal Regulatory Review** – Hands-on experience with state and federal permitting processes including: NEPA (historic resources, parks and natural resources), Section 106 of the NHPA, Section (4)(f) Department of Transportation Act (bridges and federal highway projects); Secretary of the Interior's Standards for Rehabilitation (individual resources and drafting district-wide design standards), JPA (wetlands and in-water-work), Oregon Periodic Review and PAPA, and Washington GMA and SEPA

- **Private Development Applications** - Represented private development and citizen interest groups in Oregon, in all aspects of local government public hearings process, from local administrative review to hearings before the Metro Board of Commissioners

Coordination of complex problems other than land use

- **Historic Columbia River Scenic Highway** – Assisted the citizen-led effort to create the Scenic Highway Commission, securing federal and state funding for highway restoration

- **Historic Crater Lake Lodge** – Led statewide campaign to prevent demolition of the historic lodge

- **Columba River Gorge National Scenic Area** – Prepared guidebook for Skamania County, WA to assist property owners in securing approval under NSA management plan

ELIZABETH G. DECKER

JET PLANNING

Elizabeth Decker is a land use planner specializing in consulting for public and private clients in both Washington and Oregon. Her experience includes comprehensive planning, public engagement, drafting development code, and implementing development regulations. Ms. Decker emphasizes close relationships with city staff, clear and concise writing that responds to key issues, and public outreach that translates complex land use issues to broad audiences.

Education

- **Master of Urban and Regional Planning** – Portland State University, 2011.
- **Bachelor of Arts** – History, Rice University (Cum Laude), 2004.

Project Experience

- **Consulting Planner, City of Ridgefield, WA:** Ms. Decker has served as the City's consulting planner for the past three years. Tasks have included:
  - Comprehensive Plan amendments and Capital Facilities Plans updates:
    - Developing plan content with City staff and elected official input.
    - Designing and engaging in public participation strategies.
    - Ensuring compliance with state planning and environmental regulations.
    - Guiding adoption process through Planning Commission and City Council.
  - Development code revision, including mixed-use zoning and environmental regulatory revisions.
  - Current planning, including development review.
  - Staffing Planning Commission, to design, lead and implement long-range planning initiatives.
  - Managing environmental and SEPA compliance, including leading permit efforts for City-sponsored projects, as well as reviewing applications for development projects.
- **Surface Mining Overlay Analysis, Clark County, WA:** Ms. Decker advised a community coalition on surface mining plan policies, zoning, and regulatory approaches to guide their participation in a county regulatory update process.
- **Institutional Land Use Analysis, Portland College Coalition, OR:** Ms. Decker developed recommendations to improve institutional land use regulations, drawing upon cross-jurisdictional research, previous case history, and stakeholder input.
- **Housing and Economic Opportunities Plan, Farmworker Housing Development Corporation, Woodburn, OR:** Ms. Decker completed a community plan developed to address the shortage of decent housing and economic opportunities for farmworkers in Washington County.
- **Main Street Public Outreach, Oregon City, OR:** Ms. Decker coordinated public outreach for multiple phases of this streetscape improvement project through the City's historic downtown, working to manage construction impacts.
- **West 3rd Place Improvements Public Outreach, The Dalles, OR:** Ms. Decker worked with the City of The Dalles to coordinate the public involvement component of this streetscape project.

215 W 4th St, Ste 209 | Vancouver, WA 98660 | 503.705.3806 | edecker@jetplanning.net

SALLY HEPPNER

3105 NE 77th Avenue / Portland, Oregon 97213
503.789.9618 / hepcats3@comcast.net
www.sallyheppner.com

SKILLS

Design Specialization

Public communication pieces, reports, city planning documents, marketing materials, business identity, catalogues, packaging, posters, promotional items, signage, and image optimization for print and electronic communication

Software Specialization

Photoshop, InDesign, Illustrator, Microsoft Office Products

Communication

Listen to those I work with to understand their communication needs
Collaborate with co-workers and associates
Write clear, concise communication
Develop an extensive online portfolio to promote my work and the work of others *(www.sallyheppner.com)*

Administration and Management

Schedule meetings with clients, vendors, and all others involved in a project
Correspond via e-mail, memo or phone with same
Track correspondence with clients and vendors to assure clear communication
Conduct all aspects of running a sole proprietorship
Meet all deadlines consistently

Coordination

Project coordination from concept to completion; including research, procuring and working with various printing companies, photographers, paper representatives, other designers, and artists
Consensus building with committees

EXPERIENCE

Sole proprietor of Sally Heppner Design, a successful design business for over 30 years.

Clients Include

E² Land Use Planning Services, LLC; public information campaign for UGA expansion, company identity, city planning documents, project application template, and code documents for cities of La Center, WA Ridgefield, WA, Winlock WA, and Lake Oswego, OR

Oregon Health & Science University; reports, marketing support, publications, ads, HR support, incentive program documents and identity

WESTA consortium of travel agencies; marketing brochures

Supportive Care Coalition; identity, conference materials, semi-annual publication

Providence Health System; marketing materials, monthly publication

Northwest Council for Computer Education; identity, conference materials

EDUCATION

BFA Bachelor of Fine Arts (Painting), Marylhurst University

BA Bachelor of Arts, Interdisciplinary Studies (Cultural & Historical Studies/Art), Marylhurst University

PROPOSAL FOR PLANNING SERVICES

E2 Land Use
Planning Services, LLC

214 W 4th Street #201
Vancouver, WA 98660
(360) 750-0038