

March 8, 2021

Nicolle Aubé, AICP  
Department of Community Development  
2000 Main St  
Huntington Beach, CA 92648

**RE: *Housing Element Update Community Engagement Scope and Fee Amendment***

The Huntington Beach City Council has expressed its interest in expanding community engagement for the Housing Element Update project. The intent of the expanded community engagement is to provide additional opportunities for Huntington Beach residents and stakeholders to participate in the development of the Housing Element.

The following list of Community Outreach Services may be added to the existing community outreach scope for the 2021-2029 Housing Element Update.

<b><i>Task Number/Name</i></b>	<b><i>Anticipated Cost</i></b>	<b><i># of Meetings/Notes</i></b>
Task 1. Online Community Survey (MetroQuest)	\$12,000	--
Task 2. Geographic Area Specific Meetings	\$11,500	2 Meetings with 8 total breakout groups
Task 3. Subject Group Meetings	\$9,400	3 meetings
Task 4. Targeted Focus Group Meetings	\$8,400	6 meetings
Task 5. Informational Fact Sheets	\$3,200	2 fact sheets assumed
Task 6. Informational Videos Segments	\$8,400	4 videos assumed

**Task 1. ONLINE COMMUNITY OUTREACH SURVEY TOOL (METROQUEST)**

Kimley-Horn will develop a web-based outreach survey tool utilizing MetroQuest. The survey tool includes analytics that evaluate community input related to locations for potential housing, housing goals, constraints, policies, and programs. The outreach survey tool will allow residents and stakeholders the flexibility of participating online and at their convenience. The survey tool will enhance participation in consideration of social distancing protocols due to COVID-19. The survey tool will provide useable data that will be incorporated into the Housing Element Update. The outreach survey is anticipated to be released with the first community workshop and remain available for a month.

***Deliverables:***

- Set up, launch and running of one (1) MetroQuest online surveys in English and Spanish versions
- Review/Summary of survey results and incorporation into the Housing Element

## **Task 2. GEOGRAPHIC AREA SPECIFIC WORKSHOPS**

Kimley-Horn will attend and assist the City in the facilitation of two (2) sets of geographic area specific workshops in English to allow for more in-depth discussion relating to the issues and opportunities within specific areas in Huntington Beach. Each geographic area specific workshop will have up to four (4) total breakout rooms (including a Spanish breakout discussion room if requested). It is assumed that these meetings will take place over two consecutive nights and will be facilitated by a combination of Kimley-Horn and City Staff. This scope assumes attendance by up to four (4) Kimley-Horn staff members per meeting to facilitate discussion in the breakout rooms and record meeting notes. Kimley-Horn has staff that are experienced in providing Spanish facilitation services related to Housing Element updates.

### ***Deliverables:***

- Two (2) Workshop Flyers (one in English and one in Spanish) (PDF Versions)
- Attendance at up to two (2) sets of geographic area Specific workshops with four total breakout rooms for each meeting. This scope anticipates that each breakout room will be facilitated by one member of the consultant team and one member of City staff.
- Preparation of PowerPoint Materials
- One (1) Meeting Summary Memorandum for each workshop

## **Task 3. SUBJECT GROUP MEETINGS**

Kimley-Horn will attend and assist the City in facilitating of up to three (3) Subject Group meetings. The Subject Group meetings will be organized by City Staff in collaboration with Kimley-Horn to collect information and feedback from professionals in fields relating to affordable and market-rate housing, low-income services, and other relevant backgrounds.

Participants may consist of members of community organizations, major landowners, home builders, affordable housing developers and advocates, local business owners, or others that add a unique perspective and expertise to the Housing Element Update process. Subject Matter Expert meetings may occur at any point throughout the planning process as deemed necessary by City Staff. It is assumed that the participants will provide feedback on a volunteer basis. Kimley-Horn is not responsible for compensation of the participants during the Subject Matter Expert meetings.

### ***Deliverables:***

- Prepare meeting materials, including a PowerPoint presentation and handouts for each meeting
- Attendance at up to three (3) Subject Matter Expert meetings by two (2) Kimley-Horn team members
- Prepare up to one (1) summary memorandum for each Subject Matter Expert meeting

## **Task 4. TARGETED FOCUS GROUP MEETINGS**

Kimley-Horn will attend and assist the City in facilitating targeted focus group meetings. Organization of these meetings, including outreach to specific groups and meeting coordination/logistics is anticipated to be handled by the City. This scope assumes that these are up to one and a half hour virtual conversations with only a basic introductory presentation. Kimley-Horn will assist the City in identifying community organizations to maintain contact with throughout the Housing Element update outreach process.

Kimley Horn will focus on the identification of groups or organizations that may not typically participate in City processes. These targeted meetings will consider specific underrepresented geographic areas, consider people who are uncomfortable using technology, speak English as a second language or not at all, or have timing constraints and commitments that prevent them from attending meetings at the proposed times. These meetings are intended to be an hour and a half in length and may be for one target focus group or multiple in a break-out room type format.

Targeted Focus Group meetings may occur at any point throughout the planning process as deemed necessary by City Staff.

***Deliverables:***

- Prepare meeting materials, including a PowerPoint presentation and handouts for each meeting
- Attendance at up to six (6) targeted focus group meetings by two (2) Kimley-Horn team members
- Prepare up to one (1) summary memorandum for each targeted focus group meeting

## **TASK 5. INFORMATIONAL FACT SHEETS**

Kimley-Horn will prepare two (2) informational Fact Sheets prior to Townhall events. The Fact Sheets will be one-page, double sided, and designed to convey relevant project information in a quick, easy, and effective manner. The Fact Sheets will be posted on the City's website and distributed by City Staff. The first informational Fact Sheet will provide community members with background information on state housing law, the process for getting a compliant housing element, Huntington Beach-specific housing information, and the overall project timeline.

The second Fact Sheet will be created to accompany the release of the Public Review Draft Housing Element document. This Fact Sheet will contain information on the project schedule and a "how-to" guide for reviewing the Housing Element sections.

***Deliverables:***

- Two (2) Informational Fact Sheets with translation into Spanish (PDF Version)

## **TASK 6. INFORMATIONAL VIDEO SEGMENTS**

Kimley-Horn will prepare up to four (4) short informational video segments (up to 2 minutes in length) which can help to explain specific housing-related topics. These materials will be distributed to the community by City Staff through the appropriate outreach channels, including posting on the City's website, social media, local tv and radio stations, and direct distribution to stakeholders. This scope assumes that Kimley-Horn will prepare materials for and produce each video.

***Deliverables***

- Four (4) short informational video segments



For the services set forth above, Client shall pay Consultant the following compensation: **\$52,900**

Your signature below, indicates your acceptance to modify the existing Agreement to incorporate the additional Tasks described in this Amendment. Please contact Nick Chen, AICP at [nick.chen@kimley-horn.com](mailto:nick.chen@kimley-horn.com) or 714.786.6111 should you have any questions.

Sincerely,  
David Barquist, AICP

Nick Chen, AICP

CLIENT:

CONSULTANT:

\_\_\_\_\_

KIMLEY-HORN AND ASSOCIATES, INC.

By: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

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

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