

STATEMENT OF QUALIFICATIONS
Planning Consulting Services
for
Albany Waterfront Planning
of the Golden Gate Fields property

Donald B. Neuwirth
P.O. Box 460173
San Francisco, CA 94146-0173
415.550.8575
neuwirth@well.com

A. Qualifications

Donald B. Neuwirth, Principal of Neuwirth & Associates, brought almost 40 years experience to his work as Planning Manager of the Eastshore State Park planning process. This experience, as well as his work for the City of Albany developing the sports fields at Gilman Street, provides him with a unique perspective on the issues involved in the planning of Golden Gate Fields. He is able to collaboratively develop and lead a successful community based process with all of the citizens of Albany.

In early 2000, Mr. Neuwirth began managing the planning of the Eastshore State Park. This was a two-year consulting effort involving three client agencies: State Parks, East Bay Regional Park District and the State Coastal Conservancy. The parkland includes portions of the shoreline of Oakland, Emeryville, Berkeley, Richmond and Albany. He was responsible for the consultant selection process, contract management, agency liaison, citizen participation process and park planning oversight.

As the client representative, Mr. Neuwirth designed and conducted the Request for Qualifications and Request for Proposal process. The clients selected his recommended prime contractor and six sub-contractor team with no objections from competing teams. He negotiated the contract for approximately \$1.1 million. He reported to a steering committee at monthly progress meetings with the client agencies. With the planning team, Mr. Neuwirth structured the planning process and reviewed all phases of the preliminary environmental assessment and planning concepts. He also managed the formal environmental review process, delivering a full EIR on the preliminary plan. Air quality and transportation issues were critical in the I-580/80 corridor. Each agency approved the

preliminary plan and draft EIR as it was presented to the public.

More than 75 meetings were held, with up to 500 people in attendance at a given meeting. Regional workshops, local briefings, “stakeholder” sessions, focus groups, site visits and community group meetings enabled a diverse public to contribute to the plan. Newspaper articles, advertisements, e-mails and a web site also encouraged participation. The planning process was praised for its transparency and effectiveness by agencies and citizen groups.

Mr. Neuwirth was responsible for extensive negotiations with the five local governments as well as the regulatory community. He made many presentations before city councils and met regularly with city staffs. He was proactive in meeting the requirements of Fish and Game, the Water Board and other regulators. Rather than wait for the comments on the EIR, we anticipated their concerns and met early and often with them.

The State Parks Commission unanimously approved the plan in December 2002. All regulatory agencies approved the plan. It was completed on time and \$100,000 under budget. The Sierra Club, Audubon Society and most recreational activists supported the plan. It has won several planning and design awards from planning and landscape professional organizations.

As a follow-up to the Eastshore State Park Plan, Mr. Neuwirth was engaged by the City of Albany to help develop the **Gilman Street Sports Fields**. This resolved a conflict in the Park Plan by meeting the urgent needs for fields without requiring State Park land. He facilitated the creation of the Joint Powers Agreement and successfully

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wrote a grant application for funding. This project lasted from Jan. 2003 to Feb. 2004.

Both of these projects have identical locations, land uses, traffic and circulation features as Golden Gate Fields. Neuwirth & Associates would enjoy building on its experience to meet Albany's current needs. Beth Pollard would be able to describe Mr. Neuwirth's effectiveness on these projects. Tom Mikkelsen, retired Assistant General Manager of the East Bay Regional Park District, would also provide a professional reference (510,526.1733)

As Executive Director of Urban Ecology, Mr. Neuwirth is managing a project that addresses economic and fiscal challenges similar to this project. In collaboration with BART, Urban Ecology is completing a conceptual plan for the **East Bay Greenway**. Modeled after the Ohlone Greenway, it extends from central Oakland to Hayward, under the BART elevated structure. In addition to the design issues, we are dealing with the linkages and support of existing commercial districts in the Greenway corridor, assuring the economic viability of the Greenway and developing innovating funding and management techniques for local governments to operate the Greenway. Tom Radulovich, BART Director, can provide a professional reference and additional information (415.407.5237).

For the last year, Mr. Neuwirth has been the Executive Director of Urban Ecology. His contract allows him to continue his private consulting work. For his additional experience, please see the enclosed resume.

B. Disclosure

Neuwirth & Associates has never been employed by or worked for any of the following:

- Magna Entertainment, or any of its affiliates or partners, including Caruso Affiliated
- Catellius/Santa Fe Reality
- Any gaming interests
- Sierra Club
- Citizens for Eastshore State Park (CESP)
- Citizens for Albany Shoreline (CAS)

C. Methodological Approach for Planning Process

The vision of Albany's waterfront should be as unique to Albany as is the Solano Stroll. It can be informed by great shorelines like Chrissy Field, but it must come from the needs and desires of the local citizens. As fractious as the community may seem, there will be a unifying but not a unanimous vision. Working toward that vision is the challenge of this planning process. Once the vision is articulated, it can be achieved.

Neuwirth & Associates' approach is part community building as well as community planning. We will build on the existing "social capital" of the citizens of Albany. Its small town feel reflects high civic involvement. This is a major asset. We will leverage these existing institutions; public bodies and community based organizations, to craft an open, fair and balanced planning process. Specifically, we will seek to incorporate the waterfront planning effort into the ongoing public boards and commissions rather than create a new process. We intend to build a process through the Park Commission, the Waterfront Commission, Planning Commission, and other appropriate venues to lead up to the City Council for each phase of the planning effort. We will go to the community leaders and citizens rather than make them come to a new meeting. We can make planning presentations as part of agendas or when needed at special meetings. This effort will strengthen the public realm.

We also will reach out to the neighborhood, special interests and community based organizations in Albany. Similarly, we will seek to bring the waterfront planning process to their meetings. Individual citizens who are not organized will be invited to the public meetings and

encouraged to participate in bike and walking tours, tabletop exhibits at street gatherings and at the shoreline.

These citizen involvement efforts will be designed to solicit and record the comments and suggestions of all participants. This data will be analyzed and incorporated into the next phase of the planning. To the maximum degree feasible Albany's web and TV capability will be used to expand the reach of this process. Media will also be provided with all the details of the process and can report from their perspective.

All meetings and events will be as interactive as possible. They will be presented in simple language and with clear graphics. The phases of the process might be:

- Defining the Vision and Linking the City to the Waterfront
- Planning Alternatives- Public Works and Private Development
- Preliminary Plan- Preferred Alternative
- Final Plan-Planning and Zoning Changes
- Innovative Funding and Management Techniques

Neuwirth & Associates proposes that this process take no longer than one year. We will work with the City to refine these concepts and set benchmarks for progress and specific outcomes. We are familiar with many of the major participants and can begin work rapidly. Again, working with the city staff, we can select additional firms to create an effective and efficient planning team that meets Albany's needs.

D. Compensation Terms

Principal Donald B, Neuwirth's hourly rate is \$150. He will perform all work that is not sub-contracted. As directed by the RFQ, Neuwirth & Associates will designate sub-contractors in collaboration with the City of Albany. Direct costs, reimbursable expenses and sub-contractor fees will be paid at cost plus 10% for administrative expenses. All additional costs will have prior approval by the City of Albany.