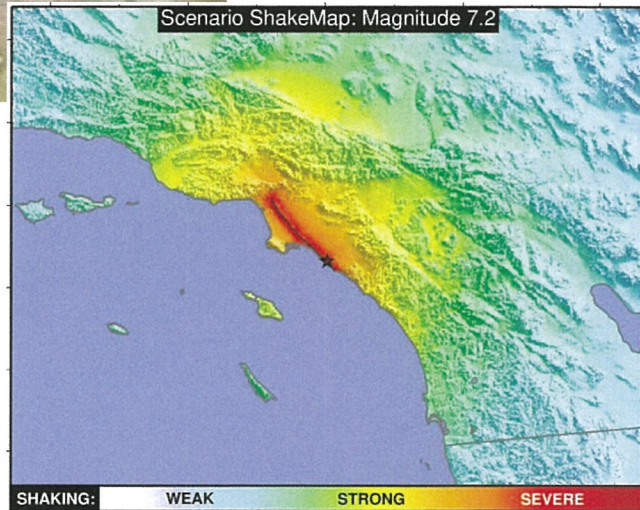


Request for Proposal (RFP No. S-1240):

# Develop a Local Hazard Mitigation Plan



***Prepared for:***

City of Garden Grove  
11222 Acacia Parkway, Room 220  
Garden Grove, California 92840  
714.741.5000

***Prepared by:***

APetrow Consulting  
11808 Macoda Lane  
Chatsworth, California 91311  
818.294.5472

October 1, 2018

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# TAB 1

## SECTION 1 COVER PAGE

October 1, 2018

Sandra Segawa, Purchasing Agent  
City of Garden Grove  
11222 Acacia Parkway, Room 220  
Garden Grove, California 92840

RE: RFP No. S-1240 (Local Hazard Mitigation Plan)

Ms. Segawa:

I am pleased to submit the *APetrow Consulting* team's technical proposal to the City of Garden Grove in response to the Request for Proposal (RFP) for the development of a Local Hazard Mitigation Plan (HMP). The *APetrow Consulting* team is an association of qualified independent professionals with extensive experience working with local, regional, state, federal, and international governments to prepare for, respond to, recover from, and mitigate against natural and manmade hazards. Team members have worked throughout California and have collaborated on previous projects developing mitigation programs, policy, plans and implementing mitigation projects in response to earthquake, fire, flood, and other events. Our team includes key partners who have served as State Hazard Mitigation Officers and/or Deputy State Hazard Mitigation Officers in the State of California. In these positions, our team members have built excellent working relationships with FEMA and California OES Hazard Mitigation staff.

As our proposal will demonstrate, our team has a thorough understanding of and experience working with state and federal hazard mitigation requirements, substantial credentials working with and engaging the public and other community stakeholders, and essential knowledge of how to incorporate climate-change in hazard mitigation efforts. Our team's approach is comprehensive and flexible; both of which are needed to develop a local HMP. Our team will work with the City of Garden Grove's Planning Team to develop an efficient and effective plan; one that will help serve as the strategic vision for mitigation within the City.

As our references will attest, our team has a long history of working collaboratively with clients and community stakeholders to develop user-friendly plans, policies, and projects. Our team encourages and recommends that the city contact our references to discuss performance on past projects, and to identify potential challenges the city may face in the Local HMP process.

We look forward to the opportunity to speak with you regarding our experience and qualifications. If you have any questions or comments regarding our proposal, please do not hesitate to contact me. *APetrow Consulting* acknowledges receipt of Addendum No. 1 of this RFP; included under Section 5.

Sincerely,

*Andrew Petrow*

**APetrow Consulting**  
11808 Macoda Lane  
Chatsworth, California 91311  
818.294.5472 / [petrowa@msn.com](mailto:petrowa@msn.com)

**TAB 2**

## SECTION 2 QUALIFICATIONS AND EXPERIENCE

*APetrow Consulting* has only recently incorporated (2018) but its primary consultant, Mr. Andrew Petrow, has been offering his consulting services for hire since 2015, after a long and distinguished career in both the public and private sectors. *APetrow Consulting* is a small, woman-owned, minority-owned business. *APetrow Consulting's* strength is its field-tested, experienced staff and its small and versatile corporate structure, enabling it to bring other independent consultants (subcontractors) onto projects. This model better serves clients needs in that *APetrow Consulting* can bring in specific, needed expertise while keeping project cost down because of limited overhead.

The *APetrow Consulting* team is comprised of staff who have worked throughout the state of California and are knowledgeable of the strengths and challenges of the HMP update process. Team members have worked in both the public and private sectors, which enables our team to bring an appreciation and understanding from all sides. This team brings extensive experience to these key areas to the project:

- *Hazard Mitigation Program*
- *All Hazards Emergency Preparedness & Operations*
- *Strategic, Concept, Urban Planning*
- *Project/Program Management*
- *Meeting Facilitation*
- *Hazard/Risk Assessment*
- *Recovery*
- *Climate Change*

Our team is comprised of four (4) senior technical and two (2) administrative support subcontractors. Our mitigation specialists (planners and advisors) have been State (and Deputy State) Hazard Mitigation Officers in California and were responsible for the management of the Hazard Mitigation Unit, including the administration of the Hazard Mitigation Grant Program (HMGP), and the review and approval of Hazard Mitigation Plans (HMPs). As such, our team has a long standing and cooperative relationship with both the Cal OES and FEMA Hazard Mitigation personnel. This experience also provides our team with unique insight into mitigation project development and the LHMP and mitigation project approval process. Together this team collectively represent more than 100 years of experience related to hazard mitigation, response, recovery, and emergency management. Below are brief summaries of our team members:

### *Andrew Petrow (APetrow Consulting)- Project Manager/Lead Mitigation Planner*

Mr. Petrow will be the prime contractor and will manage and coordinate efforts with the team and the client. Mr. Petrow has over 27 years of international, federal, state, and local experience managing complex planning (urban and environmental), emergency management (recovery, preparedness, mitigation), and energy projects for both government and private industry clients. He has extensive experience in federal and state emergency management guidelines (ICS, CFR, Planning Frameworks, NIMS, and SEMS), as well as environmental laws (NEPA and CEQA). Mr. Petrow also managed response and recovery activities for several major disasters (Northridge Earthquake, Statewide Floods, Southern California Wildfires, Hurricanes Rita and Katrina). Mr. Petrow has presented to foreign dignitaries, elected officials and committees, government representatives, university Professors, and the general public.

Mr. Petrow has prepared plans (catastrophic, strategic, mitigation, recovery, energy assurance, energy resiliency, climate change, environmental, and urban); analyzed emergency preparedness, response, and recovery capabilities; designed and conducted training and exercises; and performed risk/hazard assessments and modeling. Mr. Petrow was also responsible for the development, administration, and implementation of grant programs (i.e.,

Northridge Earthquake Hazard Mitigation Grant Program- *HMGP*), and has provided technical support to grant programs designed to support local governments (i.e., Louisiana Road Home-*Hurricane Katrina*). While in the public sector, Mr. Petrow served as the Deputy State Hazard Mitigation Officer and was in charge of the Hazard Mitigation unit in southern California. His primary responsibility was the HMGP for the Northridge Earthquake, which was the largest HMGP at the time at an estimated \$1 billion. He was also responsible for the administration of the local HMP review and approval process. Additional information on Mr. Petrow's accomplishments/experience can be found in Section 6- Resumes.

*Paula Schulz (Natural Hazards Mitigation Consulting) - Mitigation Advisor*

Ms. Schulz is the President and founder of Natural Hazards Mitigation Consulting, formed following her retirement as California State Hazard Mitigation Officer in 1999. Ms. Schulz has extensive experience spanning more than 30 years in the field of disaster management encompassing pre-disaster preparedness and response planning, local, regional, state and federal response activities, and post-disaster relief and recovery programs. Areas of emphasis include hazard identification and risk assessment, development of state and local mitigation plans and grant programs, development and implementation of disaster response plans, and public and private sector disaster recovery and business continuity planning. Additional information on Ms. Schulz's accomplishments/experience can be found in Section 6- Resumes

*John Rowden (John Rowden Consulting)- Mitigation Advisor*

Mr. Rowden has extensive experience in emergency management and hazard mitigation working for the Cal OES and the California Department of Food and Agriculture (CDFA). Mr. Rowden retired from the State of California in 2013 and has been offering his services as a consultant since. Mr. Rowden has 36 years of experience in both the public and private sector working as a manager of governmental programs and private sector projects. He is an expert in emergency management with 17 years of experience, and in solid waste management with over 19 years of experience. Mr. Rowden heading up the Hazard Mitigation Branch from 1999 to 2006 and the Preparedness Division from 2006 to 2007. He was also the Emergency Management Coordinator for the CDFA. Additional information on Mr. Rowden's accomplishments/experience can be found in Section 6- Resumes.

*Hope Seligson (Seligson Consulting)- Risk Assessment*

Ms. Hope A. Seligson is an independent consultant specializing in regional loss estimation in support of emergency response and mitigation planning. She has more than 30 years of experience in regional hazard and damage assessment, building inventory development, vulnerability modeling, and application of Geographic Information Systems. In addition to having been part of the interdisciplinary team that developed the flood loss estimation methodology for Hazus, FEMA's National Multi-Hazard Risk Assessment Methodology and Software, she has used the Hazus earthquake model extensively in research and applications since 1997. In 2011, Ms. Seligson received the "Hazus User of the Year" (3rd quarter) award from FEMA.

Ms. Seligson supported FEMA in the development of updated inventory databases for HAZUS, including updating the basis of the data from the 2000 census to the 2010 census. In addition, she has written several Guidelines Documents focusing on improving inventory databases for Hazus, as well as developed numerous enhanced inventory databases specifically for use in Hazus. Additional information on Ms. Seligson's accomplishments/experience can be found in Section 6- Resumes.

Dan Moreno (Independent) – GIS Support

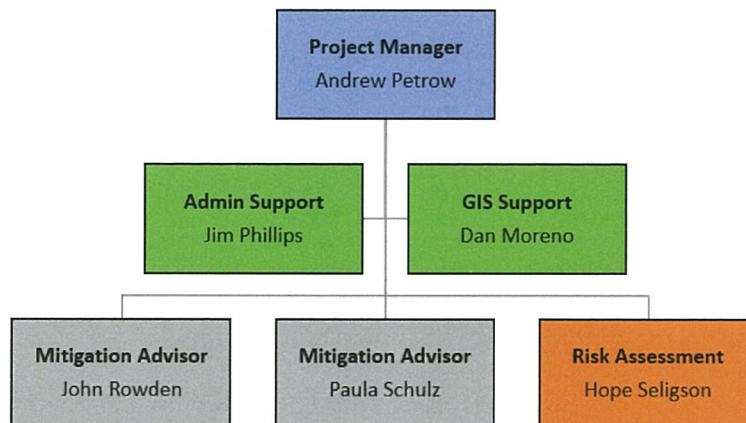
Mr. Moreno has over 30 years of experience in the practical application of geospatial technologies and analysis methods in the engineering and environmental consulting fields. He is proficient in the application of geospatial technologies to transportation planning, design, and operations. Mr. Moreno is a frequent speaker at professional society events and has published several professional articles on GIS implementation. Additional information on Mr. Moreno’s accomplishments/experience can be found in Section 6- Resumes.

Jim Phillips (Independent) – Administrative Support

Mr. Phillips brings over 25 years of experience from diverse work in advertising, publishing, and communication. His work includes not only graphic design (charts, figures, covers, etc.), but document layout, editing, and production. Mr. Phillips also provides assistance and training in formatting and editing.

The individual experience, skill, and knowledge in their respected fields by each partner is critical to the success of the project and will help ensure the incorporation of a comprehensive planning approach; a requirement for the Federal Emergency Management Agency (FEMA) and California Office of Emergency Services (Cal OES) approval. This team of highly specialized professionals was kept small to allow the team to be more flexible and enabling us to be more adaptive to project needs and timelines.

It is important to note that this team was not just assembled for this project; team members have worked together over the past 20 years, including some recent projects producing products ranging from creating and updating Hazard Mitigation Plans (i.e., Santa Barbara County, Lassen County, San Bernardino County, City of Pasadena, State of California) to developing Regional Catastrophic Response Plans (FEMA’s Southern California Response to San Andreas earthquake event) to designing and implementing the program for preparing Energy Assurance Plans (California Energy Commission’s program to build local energy resiliency). The following graphic and table represents the *Organizational Structure* and the *Roles and Responsibilities* of our team members.





Staff/Role	Responsibility
<b>Andrew Petrow</b> <i>Project Manager/Lead Mitigation Planner</i>	<ul style="list-style-type: none"> <li>• Serves as primary point of contact (POC)</li> <li>• Implicit authority to address all technical, staff, budget, and contractual issues</li> <li>• Provides oversight of all tasks to ensure timeliness and level of effort</li> <li>• Facilitates communication between client and team, and with stakeholders</li> <li>• Approves and implements quality assurance of work products</li> <li>• Facilitates meetings</li> <li>• Reviews material and drafts new HMP sections</li> <li>• Identifies mitigation strategies</li> <li>• Provide input on community outreach and participation</li> <li>• Ensures compliance with current FEMA Region IX doctrine</li> </ul>
<b>Paula Schulz</b> <b>John Rowden</b> <i>Mitigation Advisors</i>	<ul style="list-style-type: none"> <li>• Provides technical guidance to Project Manager and Planning Team</li> <li>• Reviews material and drafts new HMP sections</li> <li>• Draft new plan sections</li> <li>• Identify mitigation strategies</li> <li>• Provide input on community partnerships and participation</li> <li>• Ensure compliance with current FEMA Region IX doctrine</li> <li>• Facilitate meetings</li> </ul>
<b>Hope Seligson</b> <i>Risk Assessment</i>	<ul style="list-style-type: none"> <li>• Reviews material and drafts new HMP sections on hazard profiles</li> <li>• Conducts Hazus model runs/provides maps and reports of results</li> <li>• Identifies mitigation strategies</li> <li>• Coordination with local GIS on map updates</li> </ul>
<b>Dan Moreno</b> <i>GIS Support</i>	<ul style="list-style-type: none"> <li>• Assist with maps and graphics for Hazard Profiles</li> <li>• Support efforts to identify exposure and vulnerabilities for Risk Assessment</li> <li>• Other duties as assigned</li> </ul>
<b>Jim Phillips</b> <i>Admin Support</i>	<ul style="list-style-type: none"> <li>• Technical and grammatical review of the draft plan and support documents</li> <li>• Assembling the plan for distribution</li> <li>• Other duties as assigned</li> </ul>

The following is a list of completed or near completed HMP projects with similar scopes of work and timelines that have been prepared by members of the *APetrow Consulting* team:

- San Bernardino County Operational Area HMP (55 cities/stakeholders)
- Santa Barbara County Operational Area HMP (County and 8 cities)
- Lassen County, Susanville, Susanville Indian Rancheria HMP (3 stakeholders, including tribe)
- City of Pasadena HMP
- California State Multi-Hazard Mitigation Standard and Enhanced Plan
- City of Berkley Disaster Mitigation Plan; Safety Element Review and Recommendations
- City of Inglewood HMP
- Yuba County Countywide Multi-Hazard Mitigation Plan
- Sonoma County HMP

**TAB 3**

## SECTION 3 TECHNICAL APPROACH

### *Project Approach*

As mentioned, APetrow Consulting has assembled a team of qualified and proven professionals in the field of Hazard Mitigation and Risk Assessment. This team is prepared to review, evaluate, and analyze information to ensure the development of an HMP in compliance with all applicable state and federal guidance and regulations. This team has done extensive work within California and is very familiar with its risks, hazards, and needs. While state and federal requirements for creating HMPs are standardized, we believe that each jurisdiction is unique in its hazard mitigation needs and its approach to creating a more sustainable community. *This is also why our team does not propose using templates to develop HMPs.* Our collective experience in working with rural and urban, large and small, and diverse jurisdictions has sensitized us to working with each community to address its specific mitigation challenges and opportunities.

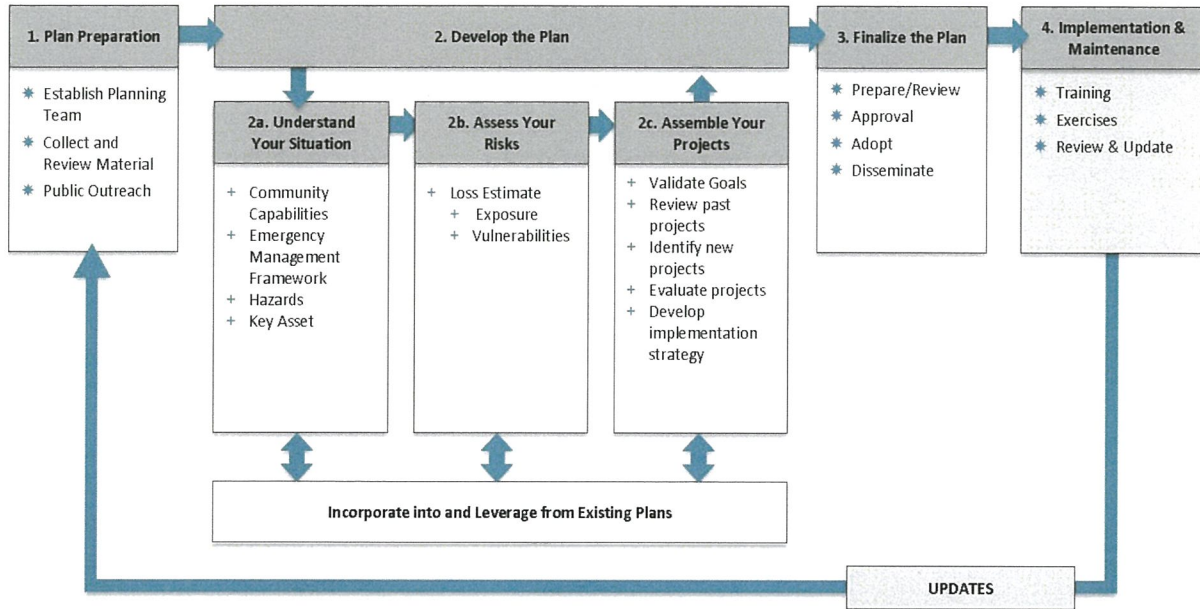
Our team's focus will be facilitating meetings with the Planning Team, engaging the public, assessing capabilities, analyzing hazards and risk, and identifying mitigation actions, while ensuring proper documentation to meet state and federal requirements. Our team is unique in that we will not only support *but educate* participating Planning Team members on mitigation through the process. In our experience this approach leads to the identification of better mitigation actions. This will be done by developing a clear path to meet (or comply with) the major FEMA element requirements: A) Planning Process, B) Hazard Identification and Risk Assessment, C) Mitigation Strategies, D) Plan Review, Evaluation, and Implementation, and E) Plan Adoption.

Our team will implement and follow past practices that have proven successful in the development and completion of other HMP projects. This approach has also enabled our team to compartmentalize tasks and allows our team to focus on specific challenges (issues, obstacles, constraints, roadblocks) and reach resolution for problems. While our team follows the principles and structure presented in FEMA's Comprehensive Planning Guide (CPG) 101 and FEMA's Local Mitigation Planning Handbook, we incorporate minor variations based on hands-on experience. Some of the underlying philosophies include:

- *Focus on the mitigation strategy*  
The mitigation strategy is the plan's primary purpose. All other sections contribute to and inform the mitigation strategy and specific hazard mitigation actions.
- *Process is as important as the plan itself*  
In mitigation planning, as with most other planning efforts, the plan is only as good as the process and people involved in its development. The plan should also serve as the written record, or documentation, of the planning process.
- *This is the community's plan*  
To have value; the plan must represent the current needs and values of the community and be useful for local officials and stakeholders. Develop the mitigation plan in a way that best serves your community's purpose and people.
- *Intent is as important as Compliance*  
Plan reviews will focus on whether the mitigation plan meets the intent of the law and regulation; and ultimately that the plan will make the community safer from hazards.

To complete this project, our team is proposing to consolidate the RFP Scope of Work (SOW) into a three (3) stage planning process: 1) Plan Preparation; 2) Develop the Plan; and, 3) Finalize the Plan (see

figure below). Please note that while the figure presents a 4th stage- Plan Implementation and Maintenance (gray box) it is not part of the project scope of work. To further define our approach, we have developed three (3) tasks under stage 2 (Develop the Plan). These steps provide a logical sequence of events which promote a better understanding of why various actions are being taken. This delineation usually culminates with easier identification of and better mitigation projects.



Another differentiator of our approach is that we will provide draft HMP sections (i.e., Capabilities, Hazards, Vulnerability, Mitigation Strategies) for review and comment as we move through the planning process. This has helped other planning teams focus their review and comments to the subject matter at hand. It also helps enforce the relationship between the sections. At the end of the planning process, Planning Teams will then be provided with another review cycle, this time with all draft sections under one cover.

Another aspect of our approach is to integrate and leverage other planning efforts. This includes reviewing relevant county and city documents (i.e., General Plans, Emergency Operations Plans, Capital Improvement Plans, Orange County HMP, Orange County Regional Water and Wastewater HMP), state documents (i.e., State HMP, Climate Adaption Guides, Executive Order 30-15 on integration of social and environmental justice efforts into resilience plans), and private sector documents (i.e., Business Continuity Plans). Our team will strive to promote compatibility and consistency between plans and help ensure lessons learned during the HMP process can be leveraged and influence other planning efforts. This effort is represented on the graphic above by the box under the stage 2 tasks.

It is important to note that our primary goal is to produce a stand-alone HMP that will not only meet all state and federal compliance requirements but will serve as a road map for the city's long-term mitigation strategy. That is why our team stresses the education aspect of the planning process.

Below is an overview of the Services and Deliverables our team will provide:

### Stage 1- Plan Preparation

During this stage, our team will conduct general project tasks and activities to prepare for the HMP process. This will include a project kickoff meeting, establishing a planning team, the development of a

Project Work Plan (if necessary), holding a public meeting, and conducting an initial review of the existing Orange County HMPs and previous FEMA/OES HMP evaluation comments if possible. Our team will review each HMP section for consistency with state and federal planning requirements, identify potential problem areas, and recommend a method to resolve compliance issues.

#### ***Create Planning Team***

Our team will work with the city to validate the members of the Planning Team. The purpose of the Planning Team is to validate the planning process, participate in city-level planning, review plan sections, and provide material where necessary. Every effort will be made to ensure that the Planning Team is well-rounded and comprehensive. The Planning Team will actively participate in each task described in this scope of work.

#### ***Work Plan***

Upon award of the contract, our team will hold an initial in-person kickoff meeting with the city to gain consensus on the administrative requirements (i.e., reporting, invoicing), technical aspects of the project (i.e., scope, timeline), overall HMP structure and content, and to go over other general needs and expectations. If deemed necessary, a Project Work Plan will be developed based on outputs from the kickoff meeting. It is expected that the Project Work Plan will include a list of Planning Team members, project timeline, an outline of tasks, the proposed public outreach efforts, and identify deliverables.

#### ***Public Outreach Plan***

An involved and integrated public is essential to this effort. With Planning Team input, our team will develop a strategy to engage the public and encourage their participation. The public outreach efforts will be designed to meet federal requirements but will be customized for the jurisdiction's needs. Our team will work with the city to ensure that press releases on the development of the HMP are disseminated, newspaper articles in local and regional papers are submitted, and copies of the draft plan are available in places frequented by community members.

#### ***Stage 1 Deliverables***

- Project kickoff meeting
- Project Work Plan (*optional*)
- Review of existing Orange County HMPs and OES/FEMA review comments
- Validate Planning Team members
- Public Outreach Plan
- Planning Team and Public Outreach meeting

#### ***Stage 2- Update the Plan***

During this Stage, our team will facilitate meetings and guide the Planning Team through the requirements. Our team will prepare for and facilitate meetings focused on identifying existing conditions, assessing risk, and identifying mitigation actions. Options will be identified and discussed on the most effective method to collect and exchange material and information.

#### ***Existing Conditions (Stage 2A)***

This step involves assessing current capabilities, understanding hazards in the community, understanding development trends, understanding emergency management frameworks (optional), and the identification of critical assets/facilities.

#### **Capabilities Assessment**

Our team will work with the Planning Team to identify city capabilities. This section should include: jurisdiction description, including development trends; administrative and technical

capacity; relevant governance (i.e., plans, programs, policies, regulations); and fiscal resources. Our team will review and assess information against current federal and state guidelines and make recommendations for revisions where appropriate. Our team will ensure there is a proper level of discussion of land use and development trends within the jurisdiction.

#### Identify Hazards

Our team will work with the Planning Team to identify existing hazards. Our team will review and assess information against current federal and state guidelines and expectations and make recommendations where appropriate. This section should include: description, location, history, probability, and climate change considerations. Where applicable, our team will utilize the California Energy Commission/California Natural Resources Cal-Adapt material, the Office of Planning and Research's General Plan Guidelines, and State and County HMPs. Additionally, our team will work with the Planning Team to prioritize the hazards.

#### Critical Assets

Our team will work with the Planning Team to review and assemble the city asset inventory. Our team will review and assess the information against current federal and state guidelines and expectations; and make recommendations for revisions where appropriate. If available, it is recommended that the Planning Team provide replacement cost and content value for assets.

#### ***Risk Assessment (Stage 2B)***

There are generally three (3) different approaches used to conduct a Risk Assessment: two (2) qualitative approaches and one (1) quantitative approach. The first qualitative risk assessment approach entails assessing hazard maps (e.g., fire hazard severity zone maps) against asset inventory information to illustrate the cross section between critical assets and hazard. This approach does not estimate potential damage; it simply provides an indication of potential exposure. The second qualitative approach is used when there are no hazard maps available, such as for drought or energy shortage. In these instances, our team will use existing available information (i.e., census) to estimate potential exposure. These qualitative approaches will be used for all hazards except for Flood and Earthquake.

For Flood and Earthquake, a quantitative approach can (and will) be used. Using Hazus, FEMA's national GIS-based natural hazard risk assessment methodology and software, our team will analyze earthquake scenarios and flood scenarios (specific earthquake and flood scenarios will be selected in conjunction with the Planning Team), utilizing the latest version of Hazus (currently version 4.2 SP01; an update is expected to be released in February, 2019) whose default inventory data are based on 2010 census and related information. The default regional building inventory data represent buildings of all occupancy classes (residential, commercial, industrial, education, government, religion and agriculture) and are aggregated at the census tract level for Earthquake and the census block level for Flood. Earthquake and flood results will be provided in both tabular and map form; tables of inventory and loss data will be provided, along with a map of scenario ground shaking and Hazus-estimated scenario flood depths.

#### ***Mitigation Strategy (Stage 2C)***

Our team will work with the Planning Team to identify previous actions within the city that may be considered past mitigation projects, identify new mitigation actions, and develop implementation strategies. This will include utilizing FEMA Mitigation Ideas, climate adaptation guidance material from Cal OES and California Natural Resources Agency, and other available material. As part of this effort, our team will work with the Planning Team to ensure each mitigation action is reasonable, effective, and implementable. A good tool for ensuring this is to incorporate the STAPLEE methodology. STAPLEE stands for Social, Technical, Administrative, Political, Legal, Economic and Environmental, which are factors that should be considered when identifying mitigation measures. As part of this process, our

team will facilitate discussions on mitigation goals and objectives to help ensure that the projects are in strategic alignment.

**Stage 2 Deliverables**

- Develop, review, and validate capabilities
- Develop, review, and validate list of hazards, including prioritization of hazards
- Analyze and provide maps/reports for earthquake and flood scenario(s) using Hazus
- Identify, review, and validate new mitigation actions and develop implementation strategies
- Planning Team meeting; meeting materials and appropriate planning process documentation

**Stage 3- Finalize the Plan**

During this stage our team will work with the Planning Team to prepare, review, and revise the draft HMP. As part of this process, and as part of the Public Outreach Plan, our team will work with the Planning Team to ensure that the public has an opportunity to review and comment on the draft HMP. Once all public comments have been received, our team will work with the Planning Team to finalize and submit the HMP. Our team will also complete the FEMA HMP Review Tool.

Our team will work with Planning Team on comments received during Cal OES and FEMA review. After approval from the Cal OES and FEMA, our team will work with the city to ensure the HMP is adopted by City Council. The city is responsible for plan implementation, as well as for monitoring, evaluating and updating the plan in accordance with the process outlines in the HMP.

**Phase 3 Deliverables**

- Draft and Final HMP
- Planning Team and Public Outreach meeting
- Work with Cal OES/FEMA on comments from their review of the HMP
- Meeting materials and appropriate planning process documentation

**Work Schedule**

Although a longer timeline in the RFP, our team believes it can be complete the project in a shorter timeframe. Our timeline is based on experience working with other clients developing/updating HMPs. The timeline is reasonable but will require dedication and commitment by the Planning Team. As previously mentioned, we will discuss and finalize the timeline during the kickoff meeting. Additionally, although included in the timeline, there is very little control over Cal OES and FEMA reviews. Currently, both have indicated lengthy review delays, and this could be exacerbated if there are major disasters.

	Months																								
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
<b>Stage 1- Plan Preparation</b>																									
Preparation																									
Kickoff Meeting	X																								
Planning Team Meeting #1		X																							
Public Outreach #1		X																							
<b>Stage 2- Plan Development</b>																									
A- Understand Situation																									
Planning Team Meeting #2			X																						
B- Assess Risk																									
Planning Team Meeting #3					X																				
C- Identify Actions/Projects																									
Planning Team Meeting #4							X																		
<b>Stage 3- Finalize Plan</b>																									
Review draft																									
Planning Team Meeting #5												X													
Public Outreach #2											X														
Review final draft																									
Work with FEMA/OES																									
Local adoption																									
City Council																							X		

**TAB 4**



## SECTION 4 REFERENCES

### APPENDIX "A" RFP S-1240 CITY OF GARDEN GROVE LOCAL HAZARD MITIGATION PLAN

#### REFERENCES

List and describe in full the contracts performed by your firm which demonstrate your ability to provide the services included in the scope of work/specifications. Attach additional pages if required. The City reserves the right to contact each of the references listed for additional information regarding your firm's qualifications.

#### Reference 1

Customer Name: City of Pasadena Contact Individual: Lisa Derderian  
Address: 215 N. Marengo Avenue, #195 Phone Number: (626) 744-7276  
Pasadena, Ca 91101 Email Address: lderderian@cityofpasadena.net  
Contract Amount: \$29,000 Year(s): 9/17-10/18  
Description of services provided: \_\_\_\_\_  
Update of the local HMP \_\_\_\_\_

#### Reference 2

Customer Name: County of Santa Barbara Contact Individual: Mike Dyer  
Address: 4410 Cathedral Oaks Phone Number: (805) 681-5526  
Santa Barbara, Ca 93110 Email Address: mdyer@sbcoem.org  
Contract Amount: \$65,000 Year(s): 12/15-6/17  
Description of services provided: \_\_\_\_\_  
Update of the Multi-jurisdictional Hazard Mitigation Plan (County and 8 cities) \_\_\_\_\_

#### Reference 3

Customer Name: City of Susanville Contact Individual: James Moore- Fire Chief  
Address: 1505 Main Street Phone Number: (530) 257-5152  
Susanville, Ca 96130 Email Address: jmoore@cityofsusanville.org  
Contract Amount: \$80,000 Year(s): 10/16-9/18  
Description of services provided: \_\_\_\_\_  
Update of the Lassen County, City of Susanville, Susanville Indian Rancheria HMP \_\_\_\_\_

**THIS FORM MUST BE COMPLETED AND INCLUDED WITH THE PROPOSAL.  
PROPOSALS THAT DO NOT CONTAIN THIS FORM WILL BE CONSIDERED NONRESPONSIVE.**

**TAB 5**

## SECTION 5 REQUIRED DOCUMENTS/FORMS

### *PROPOSAL LETTER/CERTIFICATION OF ACCEPTANCE*

**RFP No. S-1240**

**CITY OF GARDEN GROVE**

**PROPOSAL REQUIREMENTS**

#### **PROPOSAL LETTER/CERTIFICATE OF ACCEPTANCE**

PROPOSER NAME:

APetrow Consulting

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SANDRA SEGAWA, PURCHASING AGENT  
CITY OF GARDEN GROVE  
11222 ACACIA PARKWAY  
GARDEN GROVE, CALIFORNIA 92840

In response to the request to Develop a Local Hazard Mitigation Plan for the City of Garden Grove, we the undersigned hereby declare that we have carefully read and examined the RFP documents including any plans and specifications, and hereby propose to perform and complete the Work as required in the Contract.

This Contract is not exclusive. The CITY expressly reserves the right to contract for performance of services such as those described herein through other Consultants.

The undersigned agrees to supply the Scope of Services & Specifications at the costs indicated in its cost proposal if its Proposal is accepted within 120 days from the date specified in the RFP for receipt of proposals.

The undersigned has reviewed the enclosed contract terms and conditions and agrees to accept all terms and conditions of the CITY's contract unless otherwise noted in the proposal response.

If recommended for Contract award, the undersigned agrees to execute a contract which will be prepared by the CITY for execution within 10 calendar days following Notification of Award. It is understood that the recommendation for contract award will not be placed on the agenda for consideration by the City Council until the CITY has received the executed contract. The CITY will fully execute the contract subject to resolution of Protest filings, if any, and approval by the City Council.

The undersigned will also deliver the necessary original Certificates of Insurance to the CITY prior to the commencement of Scope of Services & Specifications. If services are authorized to commence prior to the execution of the Contract pursuant to a Notice to Proceed issued by the CITY, pending the execution of the Contract, the services shall be subject to the terms and conditions of the Scope of Services & Specifications and the Contract.

Incorporated herein and made a part of this Proposal are the Response Data and Proposal Forms required by the Proposal Requirements.


The undersigned acknowledges receipt, understanding, and full consideration of the following Addenda to the RFP Documents:

Addenda No. 1

Proposer represents that the following person is authorized to negotiate on its behalf with the CITY in connection with this RFP:

<u>ANDREW PETROW</u>	<u>SECRETARY</u>	<u>818 294 5472</u>
(Name)	(Title)	(Phone)

The undersigned certifies that it has examined and is fully familiar with all of the provisions of the RFP Documents and is satisfied that they are accurate; that it has carefully checked all the words and figures and all statements made in the Proposal Requirements; that it has satisfied itself with respect to other matters pertaining to the proposal which in any way affect the Work or the cost thereof. The undersigned hereby agrees that the CITY will not be responsible for any errors or omissions in these RFP Documents.

BY:   
(Signature)  
ANDREW PETROW  
(Type or Print Name)  
SECRETARY  
(Title)  
PETROWA@MSN.COM  
(Email Address)

Proposer's Business Address  
and Telephone/Fax Numbers:

818 294 5472  
11808 MACODALANE  
CHATSWORTH, CA 91311

## PROPOSER/CONSULTANT STATEMENT

### PROPOSER/CONSULTANT STATEMENT REGARDING INSURANCE COVERAGE (Submit with IFB/RFP Package)

This signed document must be included with your bid/proposal package in order for your bid/proposal to be considered complete!

PROPOSER/CONSULTANT HEREBY CERTIFIES that he/she has reviewed and understands the insurance coverage requirements specified in the attached Insurance Requirements Checklist.

Should we/I be awarded the contract, we/I certify that we/I can meet the specified requirements for insurance, including insurance coverage of the subcontractors, and agree to name the **City/ Sanitary District** and other additional insureds as per the agreement for the work specified and we/I will comply with the provisions of Section 3700 of the Labor Code, which require every employer to be insured against liability for worker's compensation or to undertake self-insurance in accordance with the provisions of that code, before commencing the performance of the work specified.

APETROW CONSULTING

Please Print (Person, Firm, or Corporation)



Signature of Authorized Representative

ANDREW PETROW

Please Print (Name & Title of Authorized Representative)

10/1/18

Date

818 294 5472

Phone Number

PETROWA@MSN.COM

Email

Insurance Certificates and Endorsements will also be accepted via email and must be emailed to the following email address only: [sandras@garden-grove.org](mailto:sandras@garden-grove.org). This is the preferred and quickest method of submitting insurance certificates and endorsements.

Insurance Certificates and Endorsements can also be mailed to: City of Garden Grove  
Attention: Sandra Segawa  
Purchasing Division  
11222 Acacia Parkway  
Garden Grove, CA 92840

NOTE: All insurance certificates and endorsements must be received by the City of Garden Grove Purchasing Division within ten (10) City working days of the original request or the City reserves the right to proceed with the next lowest responsible bidder or the next highest scoring proposer in the process.

**STATEMENT OF COMPLIANCE**



STATEMENT OF COMPLIANCE

The undersigned Proposer declares that the Proposal submitted to provide Local Hazard Mitigation Plan as described in, and in response to City of Garden Grove RFP No. S-1240 was prepared in strict compliance with the instructions, conditions and terms listed in the RFP, Scope of Services and Draft Agreement, with exceptions listed below, if applicable. At least one box for each Item must be checked.

RFP Instructions and Terms & Conditions (Check One)

No Exceptions Taken       Exceptions Taken

Scope of Services (Check One)

No Exceptions Taken       Exceptions Taken

Draft Agreement/Insurance Requirements (Check One)

No Exceptions Taken       Exceptions Taken

If any exceptions are taken, this Statement of Compliance shall include a narrative that identifies each item to which the Proposer is taking exception or is recommending change, including the suggested rewording of the contractual obligations or suggested change in RFP, and identifies the reasons for submitting the proposed exception or change. When available, please reference specific line item numbers as provided in the RFP. The City reserves the right to rule as non-responsive and reject any Proposals that are not accompanied with the required documentation as described above.

  
Signature

10/1/10  
Date

ANDREW PETROW SECRETARY  
Printed Name and Title

APETROW CONSULTING  
Name of Proposer

(Attach a separate sheet(s) detailing each exception being taken, if applicable)

ADDENDUM No. 1

ADDENDUM No. 1

Covering

CHANGE IN SPECIFICATIONS AND/OR PLANS

Date Issued: September 27, 2018


Date Effective: September 27, 2018

RFP No. S-1240

Contract: Provide a Local Hazard Mitigation Plan for the City of Garden Grove

INTENT

1. This addendum is issued prior to receipt of proposals to provide for modifications in plans and/or specifications. Acknowledgment of this addendum shall be made and cost for work included in proposer's submittal.
2. The following question was asked regarding the Scope of Services. ***The City's responses can be found in bold and italicized font.***
  - Regarding section 4.3 Insurance Requirements - Please define what "acceptable" and "approved by the City" means, so that we can verify that we can comply with your requirements. Which insurance companies are not acceptable/ approvable to the City? ***Different endorsements apply to different situations depending on their language. If the endorsement does not provide the coverage needed, the endorsement will not be accepted. For example, in most cases the City does not accept endorsements that limit coverage to the sole negligence of the insured. If an endorsement has this language the City will not accept it. Please remember that Risk Management will review endorsements to see if they will be accepted even before they are issued.***
  - Will the City of Garden Grove share the amount of the grant award for this project? ***\$75,000***
3. The contractor is hereby notified that Addendum 1 must be acknowledged and submitted as part of the proposal. Failure to do so could result in the City designating said proposal as "Non Responsive". All the terms and conditions of the PROPOSAL shall remain the same.

Issued by:   
Sandra Segawa, C.P.M., CPPB  
Purchasing Agent, City of Garden Grove

# TAB 6



## **SECTION 6 RESUMES**

**Andrew Petrow-** *APetrow Consulting*

**Hope Seligson-** *Seligson Consulting*

**John Rowden-** *John Rowden Consulting*

**Paula Schulz-** *Natural Hazard Mitigation*

**Dan Moreno-** *Independent*

*NOTE:* Jim Phillips' resume is not included since he is non-technical staff. One can be provided if necessary.

**PROFILE**

Over 26 years of international, federal, state, and local experience managing complex emergency management, energy, and planning programs and projects. Adept at making sound management decisions in high-pressure business environments and providing creative and innovative solutions for sensitive, critical assignments. Experienced at assessing current conditions and implementing changes to organizations, systems and programs. Effective at managing and developing a diverse group of professional and technical staff. Skilled at facilitating discussions, encouraging collaboration, and assisting groups reach consensus. Proficient at developing clear and concise plans, reports, and presentations.

**COMPETENCIES**

- Program/Project Management
- Emergency Management
- Hazard Mitigation / Climate Adaptation
- Energy Assurance/Resiliency
- Business Continuity/ Contingency
- Planning (strategic, Operational, Urban)
- Training and Exercises
- Risk Assessment

**ACCOMPLISHMENTS**

- Supported the response and recovery for six (6) federally declared emergencies (Northridge Earthquake, Statewide Floods (3), Firestorms, Hurricane Rita and Katrina)
- Designed, implemented, and evaluated four (4) Homeland Security Exercise and Evaluation Program (HSEEP) compliant exercises and three (3) Red Team drills assessing physical-security, cyber-security, and response plans (Utah, FBI, Long Beach, Southern California Edison)
- Created over fifteen (15) strategic plans (Concept of Operations, Standard Operations Plans) for government and private sector companies (Boston, Turkey- 6 municipalities, Los Angeles World Airports, Pacific Gas and Electric)
- Prepared over sixty-five (65) emergency management (response, recovery, mitigation, business continuity) and energy assurance plans for government and private sector companies
- Facilitated over sixty (60) workshops to introduce programs and develop plans (identify current conditions, validate scenarios, and reach consensus on courses of actions)
- Developed and facilitated the FEMA/OES Southern California Catastrophic Response Plan requiring the coordination with all levels of government and Emergency Support Functions (ESFs)
- Conducted risk assessments of five (5) scenarios (Improvised Nuclear Device, Radiological Dispersal Device, Improvised Explosive Device, Category 4 Hurricane, and Biological Disease Outbreak) and prepared over thirty (30) county-level Fact Sheets for the New York City area
- Evaluated and designed training curriculums and launched training courses to educate staff and stakeholders on programs and processes
- Conducted training for the Joint Force National Guard to ensure better integration with state and local government (Wisconsin, Minnesota, Oregon, South Dakota)
- Developed emergency management (response, recovery, mitigation) and energy (assurance/resiliency) programs for international, state, and local government and private sector clients (Turkey, Washington DC, Ca Energy Commission)
- Prepared over twenty (20) After Action Reports (AAR) for disaster response and training exercises
- Designed business requirements and implemented IT tools, including GIS, to administer state programs (Hazard Mitigation Grant Program, HUD Housing Assistance), provided technical support (California Local Energy Assurance Plan program), assess risk (FEMA HAZUS Flood Model); and act as a virtual office to provide better coordination between staff and community stakeholders
- Restructured divisions, departments, and units to increase efficiencies in processing grants and meeting federal requirements; reduced costs and time by over 50%
- Performed a capability and risk assessment for Turkey, Bolivia, Guatemala, Peru, Jamaica, NY-NJ-CT-PA planning area, San Bernardino County, and State of California
- Enlisted over fifty (50) local governments in California to voluntarily develop plans and/or incorporate energy assurance into existing plans to assess conditions, prioritize need, and identify solutions to reduce and/or meet energy need
- Identified, analyzed, and developed recommendations for climate change impacts (sea level rise, coastal storms/flooding, and other inland hazards) for an electric and natural gas utility company
- Presented over twenty (20) briefings for elected officials, State Legislative Committees, city and county councils, special district boards, and foreign dignitaries

- Administered state grant programs: California Hazard Mitigation Grant Program (\$1.5 billion); Rivers and Mountain Conservancy (\$60 million); and, Louisiana Hazard Mitigation Grant Program (\$1 billion); and managed over twenty-five hundred (2,500) grant projects
- Provided oversight and allocation of the \$800 million San Gabriel Rivers and Mountain Conservancy annual operating budget
- Established and managed a Technical Support Hotline and Quality Assurance/Quality Control (QA/QC) unit under the Louisiana Katrina Hurricane Road Home Program
- Designated as the primary liaison for the Attorney General's Office, Federal Office of Inspector General, State Controller's Office Division of Audits, and FEMA; and appointed as an official state representative for the Caltech Earthquake program
- Analyzed multiple pending Legislative bills to identify economic impact to state grant programs
- Developed and submitted two (2) Budget Change Proposals (BCP) to justify staff increases to the California Department of Finance
- Collected, verified, and disseminated disaster data and statics; and assigned Public Information Act requests for various disasters
- Developed six (6) General Plans and associated Environmental Impact Reports (Santa Barbara, Huntington Beach, San Clemente, Westlake Village, American Canyon, Los Angeles)
- Designed and deployed five (5) project website portals to work as virtual offices to provide better coordination and communications between community stakeholders and partners

**PROFESSIONAL HISTORY**

12/15-Present	<b>APetrow Consulting</b> <i>Consultant</i>
11/07-Present	<b>ICF International</b> <i>Senior Project Manager</i>
12/04-11/07	<b>ABS Consulting</b> <i>Project Manager</i>
10/03-12/04	<b>San Gabriel Rivers and Mountains Conservancy</b> <i>Deputy Executive Director</i>
08/94-10/03	<b>Governor's Office of Emergency Services</b> <i>Deputy State Hazard Mitigation Officer/Program Manager</i>
02/91-08/94	<b>Envicom Corporation</b> <i>Project Manager</i>
08/89-02/91	<b>Agoura Hills, City of</b> <i>Planning Intern</i>
02/88-11/89	<b>Los Angeles Conservancy</b> <i>Planning Intern</i>

**EDUCATION TRAINING**

- Bachelor of Arts - Geography (1989); University of California, Los Angeles
- National Planning Frameworks- Response, Recovery, Mitigation, Prevention, Protection
  - National Incident Management System (NIMS)
  - Incident Command System (ICS)
  - Standard Emergency Management System (SEMS)
  - Hazards United States (HAZUS) - Flood and Earthquake
  - Homeland Security Exercise and Evaluation Program (HSEEP)
  - National Environmental Policy Act (NEPA)
  - California Environmental Quality Act (CEQA)
  - Total Quality Management
  - Cost Benefit Analysis
  - State Disaster Response and Recovery Operations
  - Media Relations- In the Public Spotlight

# HOPE A. SELIGSON

## SELIGSON CONSULTING

Hope Seligson has been active in the areas of earthquake engineering, natural hazard risk assessment, and regional loss estimation in support of emergency response and mitigation planning for more than 29 years. Her areas of expertise include regional hazard and damage assessment, building inventory development, vulnerability modeling, Hazus implementation, and application of Geographic Information Systems (GIS).

### Academic Background

M.S., Structural/Earthquake Engineering, Stanford University, Stanford, California, 1987

B.S., Civil Engineering, Stanford University, Stanford, California, 1986

### Professional History

Owner and Principal Loss Estimation Specialist, Seligson Consulting, Long Beach, California, 2016 - present

MMI Engineering, Huntington Beach, California, Senior Consultant, 2016

MMI Engineering, Huntington Beach, California, Associate, 2007 to 2016

ABSG Consulting Inc., Irvine, California, Technical Manager, 2000 to 2007

EQE International, Inc., Irvine, California, Principal Engineer, 1991 to 2000

Dames & Moore, Los Angeles, California, Project Manager, 1988 to 1991

R.P. Gallagher Associates, Inc., San Francisco, California, Engineer, 1987 to 1988

### Professional Experience

Ms. Seligson has performed significant projects that include conducting the second pilot test of the Hazus earthquake methodology for the City of Boston and being part of the interdisciplinary team that developed the nationally applicable Hazus flood loss estimation methodology for the Federal Emergency Management Agency (FEMA) and the National Institute of Building Sciences (NIBS). She is also a "Level 3" User of the Hazus Earthquake Module, and has been using Hazus in research and applications since its development in 1997. In 2011, Ms. Seligson received the "Hazus User of the Year" (3rd quarter) award from FEMA (<http://www.usehazus.com/news/users/>). Highlights of other relevant projects are as follows:

- *Losses Avoided as a Result of Adopting and Enforcing Hazard-Resistant Building Codes, Phase 1 (2011-2012), Phase 2 (2013-2014), Phase 3 (2015), and Phase 4 (2017 -present)*. Seismic Subject Matter Expert on the AECOM team that developed and pilot tested a Hazus-based methodology to estimate the benefits of building code adoption for FEMA. The intent of the study is to quantify improved disaster performance from strengthened hazard provisions in the International Building Codes (I-Codes), launched in 2000. The Phase 1 study outlined the proposed methodology, and pilot-tested the approach using parcel-level data for buildings constructed under the IBC in Salt Lake County, UT for seismic hazards and in Charleston County, SC for flood and hurricane hazards. The Phase 2 study explored the requirements for expanding the study to a larger area; FEMA Region IV (AL, FL, GA, KY, MS, NC, SC and TN). Phase 3 developed the methodology for potential national implementation. Phase 4, currently underway, applies the methodology in a national study.
- *Hazus Analysis of High-Priority City-Owned Buildings for the City and County of San Francisco, Capital Planning Program (2011-2012, 2016-2017)*. To support mitigation, emergency planning, and recovery efforts, 82 city-owned buildings were analyzed in 2011-2012 using Hazus' Advanced Engineering Building Module (AEBM), to estimate impacts under four earthquake scenarios. Damage and loss estimates include building damage, operational losses resulting from damage, and predicted occupancy tagging. Provided training to City personnel in Hazus and the AEBM to allow the City to continue the analysis of at-risk buildings in house. A 2017 update of the original analysis, conducted for 239 buildings, has recently been completed in conjunction with Rutherford+Chekene/Tennenbaum - Manheim Engineers, JV. A summary of the 2011-2012 study and 2017 results are available on-line at: <http://onesanfrancisco.org/data-resources/hazus-analysis>
- *San Francisco Bay Area Housing Impact Assessment using Hazus for the Association of Bay Area Governments (2016 – 2017)*. To support regional earthquake planning and preparedness, custom inventory data originally developed in 2006, as part of a modeling effort for the 100th Anniversary Earthquake Conference Commemorating the 1906 San Francisco Earthquake, are being updated for use in the current version of Hazus. Housing impact estimates were developed for 17 earthquake scenarios affecting 9 counties in the San Francisco Bay Area. Study results are available on ABAG's website: <http://resilience.abag.ca.gov/housing/losses/>

**HOPE A. SELIGSON**  
**SELIGSON CONSULTING**

- *“Haywired” Earthquake Scenario – Hazus Analysis (2014-2017)*. Hazus analyses of sixteen aftershocks simulated for the “Haywired” earthquake scenario by the United States Geological Survey. The analyses utilized enhanced Hazus building inventory data originally developed in 2006, which had been used by FEMA to conduct the analysis of the “Haywired” main shock. Additional efforts explored methods for enhancing the main shock Hazus analysis by utilizing custom liquefaction probability and landslide displacement and probability data, as developed by the USGS and CGS. Technical documentation of the assessments, released in April 2018, is included as a chapter in: <https://pubs.er.usgs.gov/publication/sir20175013v2>.
- *Lassen County Hazard Mitigation Plan Update (2017)*. Conducted regional earthquake and flood risk assessments for use in updating the local Hazard Mitigation Plan (HMP) for the County and incorporated cities.
- *City of Palo Alto Seismic Risk Mitigation Program (2016)*. As part of the Rutherford + Chekene project team, performed building level earthquake risk assessments for more than 2,600 buildings using the Hazus AEBM. Buildings were modeled “as-is” and with conceptual retrofit improvements applied to potentially hazardous structure types to assess losses avoided in two earthquake scenarios. Results are intended to support development of mitigation ordinances.
- *Santa Barbara County Hazard Mitigation Plan Update (2016)*. Conducted regional earthquake and flood risk assessments for use in updating the local Hazard Mitigation Plans (HMPs) for the County and incorporated cities.
- *Rancho Santiago Community College District (RSCCD) Hazard Mitigation Plan Technical Support (2015)*. Performed building level hazard identification and earthquake and flood risk assessments using Hazus to support RSCCD’s development of a hazard mitigation plan. Insurance appraisal reports and other detailed building data were used to characterize 146 buildings across seven sites in Orange County, California. Hazus’ AEBM and User-Defined Facilities (UDF) Module were utilized for the earthquake and flood risk assessments, respectively.
- *Hazus Database Update Project (2013-2014)*. As part of the Atkins project team, provided guidance on methodology for the update of Hazus default demographics and building inventory databases, including building square footage, replacement cost, and other distributions, using 2010 census and other data.
- *California Local Energy Assurance Planning (CaLEAP) Program for the California Energy Commission (2013)*. As part of the ICF Project Team, supported the community-based local energy assurance planning process (see: <http://www.caleap.org/>) for several southern California cities, including the Cities of Huntington Beach, Rancho Cucamonga, and San Clemente. Activities included supporting planning team meetings, development of initial community energy profiles and other plan materials, and assembly of key asset lists for energy assurance.
- *San Francisco’s “Community Action Plan for Seismic Safety” (CAPSS) Project, Phase 2 (2008 – 2010)*. Soft-story building inventory database development and execution of detailed Hazus loss estimates for four scenario earthquakes for Phase 2 of San Francisco’s CAPSS Project, conducted by the Applied Technology Council. Soft-story building database development efforts involved integrating building data from surveys conducted by the City’s Department of Building Inspection with data provided by other City departments, such as the Assessor, along with mapped seismic hazard and other data. The resulting assessment of potential damage to soft-story wood frame residential buildings is documented in Project Report **ATC-52-3** (“Earthquake Safety for Soft-Story Buildings”), available online at: <http://sfgov.org/esip/resources>. Development of a detailed “Level 3” Hazus99 building inventory (built at the city block level from individual building databases) was performed for Phase 1 of the CAPSS Project. Results of the Hazus analyses are documented in Project Report **ATC-52-1** (“Potential Earthquake Impacts”), while the Technical Documentation is contained in Project Report **ATC-52-1A**, both available from the website identified above.
- *Hazus Enhancements for Southern California for the M7.8 “ShakeOut Scenario” (2007 – 2008)*. Implementation of significant Hazus database enhancements for eight counties in Southern California for the M7.8 “ShakeOut Scenario” on the San Andreas Fault. Database enhancements include improvements to the underlying building inventory data as well as to information utilized by Hazus on construction patterns throughout the eight county study area. A copy of the full USGS technical report, *The ShakeOut Scenario*, is available online at: <http://pubs.usgs.gov/of/2008/1150>.

# John Rowden

353 Sequoia Circle, Blairsden, CA 96103  
email: [jvrowden@gmail.com](mailto:jvrowden@gmail.com)

Phone (530) 836 2876  
Cell (530) 927 8179

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**Summary:** A manager with over thirty-six years of experience and a record of success managing emergency and environmental programs and projects with an extensive background in the following areas:

<b>Hazard Mitigation Grant Programs</b>	<b>Hazard Mitigation Planning</b>
<b>Emergency Management</b>	<b>Emergency Support Operations</b>
<b>Project Management</b>	<b>Environmental Planning and Permitting</b>
<b>Strategic Planning</b>	<b>Collaborative Policy Development</b>
<b>Risk and Vulnerability Analysis</b>	

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## OVERVIEW

### Hazard Mitigation

Mr. Rowden is a versatile emergency manager and emergency management planner. He has developed and improved governmental programs related to hazard mitigation and other phases of emergency management, as well as, environmental programs and projects related to waste management for both the public and private sector.

Mr. Rowden served in the Governor's Office of Emergency Services for ten years, nine years in the Hazard Mitigation Branch, and six years as the manager of the Branch and the State Hazard Mitigation Officer (1999-2006). During his tenure as the Branch Manager, Mr. Rowden had responsibility for the, then, largest mitigation program in the country with over one thousand grants worth over \$1 billion. Mr. Rowden directed the development of the State's first FEMA approved State Hazard Mitigation Plan, initiated the California processes for the state level review of the first local hazard mitigation plans, and directed how hazard mitigation grant applications would be reviewed for consistency with local hazard mitigation plans.

Further, Mr. Rowden was responsible for the initial concept and funding for the California Hazard Mitigation Portal providing digitalized hazard information to local government and the public; directed the development of hazard mitigation program innovations that streamlined internal and external processes; coordinated the creative uses of federal hazard mitigation assistance funds for landslide and wildfire mitigation; and participated in FEMA efforts to improve the national Hazard Mitigation Programs. Mr. Rowden has received awards from FEMA and USDA for his contributions relating to Hazard Mitigation. Since retiring from the State of California, Mr. Rowden has assisted ICF International in implementing the California Local Energy Assurance Program and by developing background and guidance for the District of Columbia to improve its Hazard Mitigation Program to be more effective in obtaining federal mitigation assistance funding. Mr. Rowden remains current with all national and state Hazard Mitigation Program policies.

### Emergency Preparedness and Operations

In addition to his mitigation experience, Mr. Rowden managed the OES Preparedness Division with responsibilities (among many others) for maintaining the Standard Emergency Management System (SEMS) and monitoring the use of the National Incident Management System (NIMS). In the year and half that Mr. Rowden managed the Division, he directed the development of statewide response plans for Extreme Heat and Extreme Cold and the Continuity of Operations

and Continuity of Government Plan (COOP/COG) for the State's Executive Branch. Mr. Rowden served as a member of the OES Executive Duty Officer cadre and as a Plans Chief and Deputy Director of the State Operations Center.

For the Department of Food and Agriculture (CDFA), Mr. Rowden was the Department Emergency Coordinator and supervised the Emergency Preparedness and Support Unit. Mr. Rowden directed the development of emergency operations plans and operational manuals improving the effectiveness of California's response to agricultural animal diseases and provided leadership to reinvigorate the California Animal Emergency Response System (CARES) for the care of animals during disasters. Mr. Rowden served as the lead for the California Emergency Function for Food and Agriculture and as the Subject Matter Expert and contributor in the development of California's Threat and Hazard Identification and Risk Assessment (THIRA), various California Emergency Functions (similar to federal Emergency Support Functions), the new California Web based emergency support operations system, various regional catastrophic plans, and the State Homeland Security Grant for California. Mr. Rowden also wrote successful proposals for State Homeland Security grants to CDFA.

Planning and Management

Mr. Rowden's background includes waste management program and project planning and management experience in both the public and private sectors. For the California Integrated Waste Management Board, Mr. Rowden was a program manager; for Waste Management Inc. he managed the design, permitting, legal affairs, and public affairs of controversial waste management facilities in the San Francisco Bay Area.

**EMPLOYMENT HISTORY**

Interim General Manager	June 2016 to present
John Rowden Consulting	July 2013 to present
California Department of Food and Agriculture	2007-July 2013
California Governor's Office of Emergency Services	1997-2007
John Rowden and Associates	1996-1997
Contra Costa Waste Services, Inc.	1993-1996
Waste Management, Inc.	1988-1993
California Waste Management Board	1976-1988

**EDUCATION**

- 1975-1978 UC, Davis, CA,  
*Environmental Planning and Management, Bachelor of Science*
- 1970-1971 University of Nevada, Reno, CA,  
*English*
- 1968-1970 Sierra College, Rocklin, CA,  
*Liberal Arts*

**ORGANIZATIONS**

- Network of State Hazard Mitigation Officers
- American Planning Association, Sacramento Section
- State Legislative Committee, Section President
- Eastern Plumas Recreation District, Director and Vice Chair

**PAULA A. SCHULZ**  
**19201 Sonoma Highway Sonoma, CA 95476**  
 (707) 217-2112 email: schulzpa@aol.com

**EXPERIENCE OVERVIEW**

Extensive experience spanning more than thirty years in the field of disaster management encompassing pre-disaster preparedness and response planning, local, regional, state and federal response activities, and post-disaster relief and recovery programs. Areas of emphasis include hazard identification and risk assessment, development of state and local mitigation plans and grant programs, development and implementation of disaster response plans in accordance with state and federal guidance, and public and private sector disaster recovery and business continuity planning.

Ability to work with diverse groups representing various community interests, including elected officials, governmental agencies, private sector and the general public. Capable of synthesizing large amounts of data into concise concepts or recommendations. Experienced in organizing and conducting workshops, conferences, and trainings for local, regional, state, and international audiences. Excellent verbal and written communication skills.

*Area of Expertise*

Emergency Management	Vulnerability Assessment & Gap Analysis
Project/Program Management	Regional Planning
Hazard Mitigation Planning & Policy Development	Community Planning
Local, State and International Disaster Response	Business Continuity and Recovery Planning
Disaster Scenario/Case Study Development	Training & Exercise Programs

**EDUCATION**

B.A. Joint Degree: Cultural Geography; Group Major in Development Studies  
*University of California at Berkeley, Berkeley, California, 1977*  
 M.L.A., Environmental Planning Program  
*University of California at Berkeley, Berkeley, California, 1980*

**PROFESSIONAL EXPERIENCE**

**Disaster Management and Planning Consultant**

**January 2000 - present**

- California Polytechnic State University: *California State Multi-Hazard Mitigation Standard & Enhanced Plan - 2007 Update, 2010 Update, 2013 Update, and 2018 Update (in progress)*
- Association of Bay Area Governments (ABAG): *Regional Disaster Resilience Initiative*
- California Emergency Management Agency (Cal EMA): *Local Hazard Mitigation Plan Review and Strategies for Improvements in Plan Quality and Plan Review Processes.*
- Ideation Inc.: *Develop Core Scenario Case Study for FEMA's National Emergency Management Advanced Academy, based on a whole community approach and covering selected core capabilities.*
- IT Crisis Services, Inc.: *On-Site Recovery Assistance to South Asian Tsunami Disaster-Sri Lanka*
- City of Berkeley, California: *Disaster Mitigation Plan; Safety Element Review and Recommendations*
- California Energy Commission (CEC): *California Local Government Energy Assurance Planning (CaLEAP) Program*
- Lassen County: *Multijurisdictional Hazard Mitigation Plan (in progress).*
- San Bernardino County: *Multijurisdictional Hazard Mitigation Plan.*
- City of Inglewood, California: *Local Hazard Mitigation Plan.*
- Town of Fairfax, California: *Environmental Safety Element Update; Flood Mitigation Plan.*



Yuba County, California: Countywide Multi-Hazard Mitigation Plan.

Sonoma County, California: Local Hazard Mitigation Plan.

California Office of Emergency Services: Post-Disaster Housing Planning Guide for Local Governments.

United States Department of Agriculture: National Vulnerability Assessment and Site Selection.

Federal Emergency Management Agency: Report to Congress on Effectiveness of National Earthquake Hazard Reduction Program.

World Bank: Conference on Disaster Management in Bangladesh.

**Chief, Hazard Mitigation Section/State Hazard Mitigation Officer**

California Governor's Office of Emergency Services

May 1994 - June 1999

California State Hazard Mitigation Officer (SHMO). Responsible for all aspects of state management and administration of the Hazard Mitigation Grant Program (HMGP). Charged with implementation oversight of approved HMGP projects totaling in excess of \$1 billion. Duties: identify hazard mitigation management program issues; prepare mitigation policy recommendations for the Governor's Office, the State Legislature, state agencies, and local governing bodies; conduct state and local mitigation workshops; develop/update/review state and local mitigation plans; identify potential funding sources for implementation of mitigation projects; review federal and state policy/regulatory requirements, coordinate post-disaster hazard mitigation management activities and programs with federal, state and local agencies; develop and implement pre-disaster planning assistance and technical support program activities; direct and conduct hazard assessments and vulnerability studies; develop hazard mitigation standards and planning guidelines to reduce risks; and direct the development and implementation of procedures to solicit, review, award, and monitor hazard mitigation projects to completion. Responsible for the management and supervision of sixty staff.

**Earthquake Program Manager**

California Governor's Office of Emergency Services

October 1992 - May 1994

Responsible for the overall management and administration of the Statewide Earthquake Program, including annual work program and budget. Sample projects include: Report to Congress on Improving Earthquake Mitigation, Community Information Exchange for Southern California Fires, Hazard Mitigation Grant Program for the Humboldt and Landers-Big Bear Earthquakes, Development of Planning Tools, Trainings & Workshops geared toward comprehensive planning at the local, regional and state level.

**Deputy Director, Bay Area Regional Earthquake Preparedness Project (BAREPP)**

California Governor's Office of Emergency Services

July 1984 - October 1992

Responsible for annual work program development, organization and management of day to day activities of staff. Sample projects include: Bay Area Regional Earthquake Response Plan, Steering Committee for the State Standardized Emergency Management System (SEMS), State Liaison to FEMA National Response Plan; City of Oakland Planning Partnership, City of San Jose Planning Partnership, International Conference on Earthquake Preparedness, Guidelines for Assessing Local Hazard Vulnerability, Earthquake Hazard Mitigation Grant Program for DR-845 (Loma Prieta Earthquake), Putting the Pieces Together: One Year After Loma Prieta International Conference. Symposium on Policy Issues in the Provision of Post-Earthquake Shelter and Housing, Tri-Cities (San Francisco, Oakland, Los Angeles) Disaster Management Workshop, Recovery Issues Following 1985 Mexico City Earthquake.

Employment history prior to July 1984 available upon request.

**DANIEL DAVID MORENO**  
**GIS Professional, Orange County CA**  
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## EDUCATION

M.A. Geography, University of California, Los Angeles  
B.A. Geography, California State University, Northridge

## PROFESSIONAL EXPERIENCE

### *Senior Geospatial Consultant, ICF international (2007 – present)*

Manages client projects and tasks to successfully implement GIS solutions for hazards mitigation, emergency management, land and facility planning, transportation, environmental, energy, and natural resources applications.

Sample of recent project experience:

- *GIS Manager for Assessment of Climate Change on Utility Infrastructure for the California Energy Commission.*
- *GIS Lead for Assessment of Climate Change risks on Transit Infrastructure for the Southern California Association of Governments.*
- *GIS Lead for Assessments of Sea-Level Rise Exposure for the San Diego Port Authority and the City of San Diego*
- *GIS Lead for Assessment of Sea-Level Rise Exposure for Pacific Gas & Electric Company.*
- *GIS lead for the California High Speed Rail project biological Compensatory Mitigation Plan, San Jose to Merced segments.*
- *Lead GIS Analyst for wildlife crossing analyses on the Cajalco Road improvement Project, Riverside County, California.*
- *GIS Manager for the Western Electricity Coordinating Council's Regional Transmission Planning project.*
- *Project Manager for the Marine Corps renewable energy facility visualization project.*
- *Project Manager and lead Technical Consultant on the BLM Geospatial Publication Module planning project (the BLM's planned enterprise webmap and geospatial publication application, now in development).*
- *GIS Lead: Central Valley Clean Energy Transmission Project. Pacific Gas and Electric Company.*

### *GIS Technology Manager, CH2M HILL (1993 – 2007)*

Manager of GIS activities for the firm's transportation division. Provided strategic direction for GIS implementations for transportation projects. Duties included hardware/software evaluation and acquisition, budgeting, staff hiring and supervision, business development, project management, hands-on GIS operation and spatial data analyses, and report and map production. Responsible for developing innovative and cost-effective GIS solutions on time and within budget. Built awareness, quality, and efficiencies for the firm's GIS operations.

## SPECIALIZED SKILLS

Proficient in applying geographic information systems to planning, engineering, environmental, and decision science projects. Experienced in ESRI ArcGIS 10.X, including Spatial Analyst, 3-D Analyst, Model Builder, Python scripting, ArcGIS Online, Collector. Successfully completed ESRI-certified training in various ArcGIS components.. In-depth knowledge of geographic theory, cartographic design, mapping specifications, statistical methods, database management, and spatial data standards. Experienced in Microsoft Office products (Word, Excel, Access, Powerpoint, and Outlook), GoogleEarth Pro, SketchUp.

Strong oral and written communication skills. Presenter of numerous technical papers at GIS conferences throughout the U.S. Adept at presentations, public meetings, proposal preparation, client interaction, and report and cartographic production. Ability to interface and effectively communicate with multidisciplinary technical experts, management, and the public.

Strong interpersonal skills for managing, mentoring, and motivating staff, and working cooperatively in a multi-disciplinary team environment. Active and reputable in the GIS user communities.

## PROFESSIONAL AFFILIATIONS

Board of Directors, Rocky Mountain Chapter, URISA (past position)  
American Society of Photogrammetry and Remote Sensing  
Geospatial Information and Technology Association  
GIS Colorado  
Gamma Theta Upsilon Geographical Honor Society

## COUNTRIES WORKED IN

United States; United Kingdom; Canada; Germany; Netherlands; Spain; Malaysia; India

## SAMPLE OF PUBLICATIONS AND PRESENTATIONS

*Considerations of Environmental and Cultural Resources Risks Associated with Transmission of Renewable Energy in the Western U.S.*, paper presented at the ESRI International User Conference, July 2015.

*Use of Model Builder and Decision Science on a Long Range Transit Plan*, paper presented at the ESRI International User Conference, July 2005.

*Streamlined Environmental Impact Assessment on the Arizona SR95 Project*, paper presented at the Nevada State GIS Conference, Reno, April 2005.

*RTP/TIP GIS Website for the Regional Transportation Commission of Southern Nevada*, paper presented at the URISA 2004 Conference, Reno, October 2004.

*GIS Decision Support on the Las Vegas Valley Long Range Transit Plan*, paper presented at the Nevada State GIS Conference, Las Vegas, April 2004.

*GIS Careers in the Engineering Consulting Industry*, paper presented at GIS in the Rockies Conference, 2003.

*Business Case Development*, ESRI Map Book, 2002. An excerpt from this poster may be viewed at [http://www.esri.com/mapmuseum/mapbook\\_gallery/volume17/business4.html](http://www.esri.com/mapmuseum/mapbook_gallery/volume17/business4.html)

*Airfield Obstructions Management for the U.S. Air Force in Europe*, paper presented at ESRI International User Conference, July 2002 and at ESRI C4ISR User Group Meeting, February 2002.