



CITY OF REDLANDS

STATEMENT OF QUALIFICATIONS
COMMUNITY DEVELOPMENT BLOCK
GRANT (CDBG) SERVICES

CORPORATE HEADQUARTERS
10722 ARROW ROUTE, SUITE 822
RANCHO CUCAMONGA, CA 91730
TELEPHONE: 909/ 476-6006
FAX NO.: 909/ 476-6086



June 13, 2007

Christina D. Perez, Redevelopment Housing Manager
City of Redlands
35 Cajon Street, Suite 204
Redlands, CA 92373-1505

**Subject: Statement of Qualifications
Community Development Block Grant (CDBG) Services.**

Dear Ms. Perez:

LDM Associates, Inc. along with its affiliate (MDG Associates, Inc.) has been providing a variety of planning and redevelopment consulting services including CDBG administration and implementation services, to cities such as yours for over 19 years.

The firm has a history of administering the CDBG programs for a variety of entitlement and urban county cities. Our consulting team is comprised of highly qualified professional staff with expertise in all aspects of Consolidated Planning and Federal Grant Program Administration.

We are confident that we possess the resources and expertise to assist the City of Redlands in meeting its Community Development Block Grant goals and objectives.

DESCRIPTION OF FIRM

LDM Associates Inc. (LDM) was established in 1987 and was incorporated in the State of California in 2001. In response to our clients' needs, LDM has been providing grant management services since 1991. Such services include the administration of Community Development Block Grant (CDBG), Home Investment Partnership (HOME), Emergency Shelter Grant (ESG), Housing for Persons With Aids (HOPWA), Residential Rehabilitation, Commercial Rehabilitation, and First Time Homebuyer Programs. In addition, to grants management, LDM and its affiliate, MDG Associates, Inc., provide planning, redevelopment, and project management services to municipal agencies. The firm is comprised of individuals with a wide variety of expertise in the various areas noted above. Currently, LDM has twenty (20) team members (17 full time & 3 part time). Eleven of the twenty team members have expertise and experience in the administration of CDBG, HOME and ESG Programs.

FIRM EXPERIENCE

Since its inception, LDM has offered administrative and management services to cities seeking consultant assistance to provide as an extension of their staff. The types of services that we currently provide may be of interest to the City of Redlands.

Last year, LDM administered approximately \$9.2 million dollars in CDBG funds for six cities in Southern California. We are currently under contract with the Cities of Hawthorne, El Monte, Irvine, Newport Beach, Paramount, Rialto, Agoura Hills, Hesperia, and Walnut.

Our firm has vast expertise in Consolidated Planning, Housing Element Development, and preparing updates of the required Analysis of Impediments to Fair Housing. LDM currently administers a combination of CDBG, HOME, ESG, HOPWA, and ADDI grants for nine (9) cities in Southern California.

Our staff is knowledgeable in a number of computer programs including all of the Microsoft Office software, Microsoft Project, AutoCAD, IDIS, and Community 2020. We encourage you to visit our corporate office located in the City of Rancho Cucamonga.

CONSULTANT TEAM

The members of our consulting group proposed to provide direct CDBG Program Administration services include David D. Meyer, President; Rudy E. Muñoz, Executive Vice President; Cynthia Ricks-Maccotan, Senior Associate; and Clint Whited, Associate. Mr. Munoz and Ms. Maccotan would be responsible for the day to day implementation of the CDBG Program on behalf of LDM. Mr. Munoz has over 16 years of experience in administering CDBG Programs, both as a City staff member and as a consultant. Ms. Maccotan recently accepted a position with LDM. Ms. Maccotan prior work has provided her with knowledge of CDBG and Home Implementation as well as Consolidated Planning. Mr. Whited will assist in monitoring sub-recipients; ensure that all required documents are being maintained and that the program is being implemented in accordance with HUD regulations. Mr. Whited is also available to provide technical assistance with CDBG compliance and Federal Labor Standards monitoring.

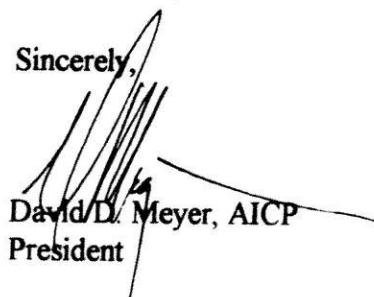
The resumes of the four staff members are included in the Resume of Key Personnel section of this document.

CONFLICT OF INTEREST

LDM Associates, Inc. is not aware of any possible conflict of interest that might limit the projects on which our firm could work.

If you have any questions regarding this matter, please contact me or Mr. Rudy Munoz at your convenience.

Sincerely,


David D. Meyer, AICP
President

Enclosure: Statement of Qualifications

Summary

Firm Profile

LDM Associates, Inc., (LDM) along with its affiliate *MDG Associates, Inc., (MDG)* has been providing quality urban planning consulting services to the public and private sectors since 1987. LDM's success in the fields of planning, redevelopment, project management, and CDBG grant management has led to continued growth. LDM's experienced and skilled team has served our clients in the implementation of a variety of challenging multi-discipline projects.

Our firm is headquartered in Rancho Cucamonga, California. *LDM* prides itself in being responsive to our client's needs. We have been fortunate to have developed long-term relationships with our clients. We equate our success with our ability to provide quality assistance to our clients.

Our professional team is skilled and experienced in a variety of community development specialties and disciplines that include: **Architecture; Urban Planning; Grants Management; Redevelopment; Project Management; and Construction Management.**

Our broad range of expertise and capabilities enables us to provide our clients with comprehensive project evaluations and innovative solutions. The ability to provide these services guarantees that our clients receive coordinated and cost-effective assistance.

Service Approach

At *LDM*, we take time to listen to our clients in order to understand their business needs. We also identify our client's budgetary, personnel, and scheduling constraints. We tailor our services to satisfy identified needs. We pride ourselves on our ability to offer creative solutions. *LDM* considers design efficiency, quality of work, and on-time performance as essential cornerstones. Our goal is to provide our clients with innovative alternatives and proven methodologies to solve problems.

Skill and Commitment

"Working together as a Team" is the cornerstone of our consulting service philosophy. Our goal is to work closely with our clients, offering our professional expertise, knowledge, and enthusiasm to affect positive project

Summary

outcomes. The LDM team is experienced in participating in the management of large and small multidisciplinary projects. LDM's team is well versed in local, regional, state and federal regulations that govern planning, redevelopment, economic development and CDBG programs.

Management

LDM is committed to the production of an exceptional work product and to maintain a reputation for quality and timely service. LDM's Quality Assurance/Quality Control (QA/QC) program embodies objectives that emphasize service, timely delivery, and product excellence.

LDM Associates, Inc. offers consulting service in the following disciplines:

Architectural Design

- Building Design
- Site Planning
- Site Constraint Analysis
- Facade Rehabilitation
- Feasibility Studies/Cost Analysis
- Building Construction Plans & Specifications
- Entitlement Processing
- Interior Design & Space Planning

Urban Planning

- Urban Design Concepts
- Site Evaluation
- Development Feasibility Studies
- General Plan Preparation
- Zoning Documents
- Specific Plans
- Project Management
- Planning Staff Assistance

Redevelopment

- Redevelopment Agency 5 Year Plan Preparation
- Implementation Plans Preparation
- Redevelopment Agency Operation and Administration
- Redevelopment Agency Public Information Materials
- Redevelopment Annual Reports
- Project Management
- Agency Staff Assistance

Summary

Grant Management

- Grant Application Preparation and Processing
- CDBG Program Administration and Implementation
- HOME Program Administration and Implementation
- Housing Rehabilitation Program Implementation
- Commercial Rehabilitation Program Implementation
- First Time Homebuyer Program Implementation
- Davis-Bacon Labor Compliance
- Property Inspection/Evaluation

Construction Management

- Project Management
- Construction Oversight & Management
- Construction Planning/Evaluation
- Quality Assurance/Quality Control
- Procurement Services

Representative Projects

GOVERNMENT AGENCY EXPERIENCE

City of Desert Hot Springs – Redevelopment Agency Administration

Desert Hot Springs, California

Responsible for the administration of the City's Redevelopment programs including the implementation of the Rehabilitation Programs for commercial, residential and industrial developments in the City's two Redevelopment Project Areas.

Client: City of Desert Hot Springs Redevelopment Agency

City of La Habra Heights – Planning Department Administration

La Habra Heights, California

Performed the day-to-day administration of the Planning Department for the City. Tasks included assisting the public at the counter; preparation and presentation of reports to the Planning Commission and City Council; reviewed plans for conformance with the La Habra Heights Municipal Code and General Plan; preparation of zoning ordinance amendments and reviewed specific plans.

Client: City of La Habra Heights

City of Bradbury – Planning Department Administration

Bradbury, California

Responsible for the day-to-day administration of the Planning Department for the City. Tasks included assisting the public with questions regarding development standards and processing requirements; preparation and presentation of reports to the Planning Commission and City Council; reviewed plans for conformance with the Bradbury Municipal Code and General Plan; prepared zoning ordinance amendments and design guidelines.

Client: City of Bradbury

City of Lawndale – Community Development Department Administration

Lawndale, California

Responsible for the day-to-day administration of the Community Development Department for the City. Tasks included assisting the public with questions regarding development standards and processing requirements; preparation and presentation of reports to the Planning Commission and City Council; reviewed plans for conformance with the Municipal Code and General Plan; and prepared zoning ordinance amendments.

Client: City of Lawndale

Representative Projects

MASTER PLAN EXPERIENCE

City of Fontana – Fontana Auto Mall Specific Plan

Fontana, California

Prepared a specific plan, design guidelines, and development standards for a 28.55 acre Auto Mall. The plan addressed issues of parking, lot configuration, design theme, landscaping and signage guidelines.

Client: City of Fontana Redevelopment Agency

Inland Empire Commerce Center Specific Plan

Fontana, California

Reviewed and processed the Inland Empire Commerce Center Specific Plan on behalf of the City of Fontana Redevelopment Agency. The Inland Empire Commerce Center is the site of the former Fontana Kaiser Steel Mill. The Plan encompassed 1,332 acres of land to be used for commercial/industrial development.

Client: City of Fontana Redevelopment Agency

City of La Habra Heights – Powder Canyon Specific Plan

La Habra Heights, California

Prepared and processed the Powder Canyon Specific Plan on behalf of the City of La Habra Heights. The Powder Canyon Specific Plan encompassed 545 acres and provided for 136 single family estate homes surrounding an 18 hole golf course with a clubhouse and related amenities.

Client: City of La Habra Heights

City of Desert Hot Springs – Economic Development Plan

Desert Hot Springs, California

Responsible for the preparation of an Economic Development Plan for the City's industrial area. The plan included the preparation of an Economic Development Strategy, industrial area analysis, and business retention/expansion programs.

Client: City of Desert Hot Springs Redevelopment Agency

City of Bradbury – Development Code and Design Guidelines

Bradbury, California

Responsible for the preparation of the City's Zoning Ordinance. Tasks included reviewing the current zoning ordinance, assembling a committee to identify issues of concern and present the new code to the Planning Commission and City Council for adoption.

Client: City of Bradbury

City of Lomita – Zoning Ordinance

Lomita, California

Responsible for the preparation of the City's Zoning Ordinance. Tasks included reviewing current zoning ordinance, assembling a committee to identify issues of concern and present the new code to the Planning Commission and City Council for adoption.

Client: City of Lomita

Representative Projects

Yanks Air Museum and Visitor Facility Master Plan

Greenfield, California

Preparation of a 111 acre Master Plan for a 200,000 square foot airplane museum. Master plan includes a 150 room hotel, two free standing restaurants, a winery, 70,000 square feet of commercial buildings, and an airport runway with airplane hangers.

Client: Charles Nichols

South Gate Auto Plaza – Master Plan

South Gate, California

Master Plan for an auto mall which included three auto dealerships of approximately 34,000 square feet each and 80,000 square feet of industrial buildings on a 15 acre parcel of land.

Client: City of South Gate

GRANT MANAGEMENT EXPERIENCE

City of Rialto - CDBG Program Administration

Rialto, California

Responsible for the day-to-day administration and implementation of the City's Community Development Block Grant (CDBG) program and coordinating with the U.S. Department of Housing and Urban Development (HUD).

Client: City of Rialto

City of Hawthorne - CDBG Program Administration

Hawthorne, California

Responsible for the day-to-day administration and implementation of the City's Community Development Block Grant (CDBG) program and coordinating with the U.S. Department of Housing and Urban Development (HUD).

Client: City of Hawthorne

City of San Fernando - CDBG Program Administration

San Fernando, California

Responsible for the day-to-day administration and implementation of the City's Community Development Block Grant (CDBG) program and coordinating with the Los Angeles County Community Development Commission (CDC) and Department of Housing and Urban Development (HUD).

Client: City of San Fernando

City of Calabasas - CDBG Program Administration

Calabasas, California

Responsible for the day-to-day administration and implementation of the City's Community Development Block Grant (CDBG) program and coordinating with the Los Angeles County Community Development Commission (CDC) and Department of Housing and Urban Development (HUD).

Client: City of Calabasas

Representative Projects

City of Newport Beach - CDBG Program Administration

Newport Beach, California

Responsible for the day-to-day administration and implementation of the City's Community Development Block Grant (CDBG) program and coordinating with the U.S. Department of Housing and Urban Development (HUD).

Client: City of Newport Beach

City of Palmdale - CDBG Program Administration

Palmdale, California

Responsible for the day-to-day administration and implementation of the City's Community Development Block Grant (CDBG) program and coordinating with the U.S. Department of Housing and Urban Development (HUD).

Client: City of Palmdale

City of Desert Hot springs - CDBG Program Administration

Desert Hot Springs, California

Responsible for the day to day administration and implementation of the City's Community Development Block Grant (CDBG) program and coordination with the U.S. Department of Housing and Urban Development (HUD).

Client: City of Desert Hot Springs

City of Hawthorne – First Time Homebuyer Program Administration

Hawthorne, California

Responsible for the preparation of the program guidelines and the overall administration and implementation of the City's First Time Homebuyer Program. The program was funded using the City's HOME funds and the redevelopment agency 20% set-aside funds.

Client: City of Hawthorne

City of Hesperia – First Time Homebuyer Program Administration

Hesperia, California

Responsible for the preparation of the program guidelines and the overall administration and implementation of the City's First Time Homebuyer Program. The program was funded using the City's HOME funds.

Client: City of Hesperia

City of San Fernando – First Time Homebuyer Program Administration

San Fernando, California

Responsible for the preparation of the program guidelines and the initial administration of the City's First Time Homebuyer Program. The program was funded using the agency 20% set-aside redevelopment funds.

Client: City of San Fernando

City of Calabasas – First Time Homebuyer Program Administration

Calabasas, California

Responsible for the preparation of the program guidelines and the initial administration of the City's First Time Homebuyer Program. The program was funded using the City's commercial and industrial development impact fees.

Client: City of Calabasas

Representative Projects

REHABILITATION PROGRAM EXPERIENCE

City of San Fernando – Commercial Rehabilitation Program

San Fernando, California

Responsible for the administration of the City's Commercial Rehabilitation Program funded by the Community Development Block Grant (CDBG) program. Duties included the implementation of the program; preparation of architectural plans and bid documents; and labor compliance associated with the rehabilitation of the commercial facades.

Client: City of San Fernando

City of Hawthorne – Commercial Rehabilitation Program

Hawthorne, California

Responsible for the administration of the City's Commercial Rehabilitation Program funded by the Community Development Block Grant (CDBG) program. Duties included the implementation of the program; preparation of architectural plans and bid documents; and labor compliance associated with the rehabilitation of the commercial facades.

Client: City of Hawthorne

City of Rialto – Commercial Rehabilitation Program

Rialto, California

Responsible for the administration of the City's Commercial Rehabilitation Program funded under the Community Development Block Grant (CDBG) program. Duties included the implementation of the program; preparation of architectural plans and bid documents; and labor compliance associated with the rehabilitation of the commercial facades.

Client: City of Rialto

City of Upland – Commercial Rehabilitation Program

Upland, California

Responsible for the administration of the City's Commercial Rehabilitation Program funded under the Community Development Block Grant (CDBG) program. Duties included the implementation of the program; preparation of architectural plans and bid documents; and labor compliance associated with the rehabilitation of the commercial facades.

Client: City of Upland

City of El Segundo – Minor Home Repair Program

El Segundo, California

Responsible for the administration of the City's Minor Home Repair Program and coordinating with the Los Angeles County Community Development Commission (CDC) and Department of Housing and Urban Development (HUD).

Client: City of El Segundo

City of El Segundo – Residential Sound Insulation Program

El Segundo, California

Responsible for the administration of the City's Residential Sound Insulation Program. We coordinated with the Los Angeles County Community Development Commission (CDC) and (HUD).

Client: City of El Segundo

Representative Projects

City of Calabasas – Earthquake Recovery Housing Program

Calabasas, California

Responsible for the management of the Earthquake Recovery Housing Program. Tasks included reviewing applications for qualification in the program, conducted inspections of earthquake damaged buildings, established grant amounts, prepare work write-ups and specifications for bidding, obtained bids, prepared contracts, provided construction management and prepared reimbursement requests for HUD and managed the repair of the buildings.

Client: City of Calabasas

City of San Fernando – Earthquake Recovery Housing Program

San Fernando, California

Responsible for the administration of the Earthquake Recovery Housing Repair Program. Tasks included reviewing applications for qualification in the program, conducted inspections of earthquake damaged buildings, established grant amounts, and managed the repair of the buildings.

Client: City of San Fernando

City of Calabasas – Housing Rehabilitation Program

Calabasas, California

Responsible for the management of the Housing Rehabilitation Program. Tasks included reviewing applications for qualification in the program, conducted inspections of the residential properties, established grant/loan amounts, prepared work write-ups and specifications for bidding, obtained bids, prepare contracts, provided progress inspections and conducted project close out.

Client: City of Calabasas

City of Diamond Bar – Housing Rehabilitation Program

Diamond Bar, California

Responsible for the management and implementation of the City's Housing Rehabilitation Program. Tasks included conducting inspections of the residential properties, preparing work write-ups and specifications for bidding, obtaining bids, providing progress inspections and other duties as directed by the City.

Client: City of Diamond Bar

City of Hawthorne – Housing Rehabilitation Program

Hawthorne, California

Responsible for the management of the Housing Rehabilitation Program. Tasks included reviewing applications for qualification in the program, conducted inspections of the residential properties, established grant/loan amounts, prepared work write-ups and specifications for bidding, obtained bids, prepared contracts, provided progress inspections and conducted project close out.

Client: City of Hawthorne

City of Redlands – Housing Rehabilitation Program

Redlands, California

Responsible for the management and implementation of the City's Housing Rehabilitation Program. Tasks included conducting inspections of the residential properties, preparing work write-ups and specifications for bidding, obtaining bids, providing progress inspections and other duties as directed by the City.

Client: City of Redlands

Representative Projects

City of Upland – Home Improvement Program

Upland, California

Responsible for the management and implementation of the City's Home Improvement Program. Tasks included conducting inspections of the residential properties, preparing work write-ups and specifications for bidding, obtaining bids, providing progress inspections and other duties as directed by the City.

Client: City of Upland

City of Upland – Historic Home Rehabilitation Program

Upland, California

Responsible for the management and implementation of the City's Historic Home Rehabilitation Program. Tasks included conducting inspections of the residential properties, preparing work write-ups and specifications for bidding, obtaining bids, providing progress inspections and other duties as directed by the City.

Client: City of Upland

Representative Projects

RESIDENTIAL - CUSTOM HOMES

Garcia Residence

La Habra Heights, California
Provided architectural services for a 4,600 square foot custom home located on a .75 acre lot in the hillside community of La Habra Heights.

Client: Jose Garcia

Frazier Residence

La Puente, California
Provided architectural services for a 3,200 square foot custom home located on a 1.5 acre lot in the La Puente hillsides.

Client: Jolene Frazier

Nichols Residence

Huntington Beach Marina, California
Provided architectural services for a 5,600 square foot custom home located on a 10,000 square foot lot in the Huntington Beach Marina.

Client: Charles Nichols

B. Young Residence

Hacienda Heights, California
Provided architectural services for a 9,000 square foot custom home located on a 1.1 acre lot in the Hacienda Heights hillsides.

Client: Bill Young

Katina Residence

Monrovia, California
Provided architectural services for an 8,200 square foot custom home located on a 2 acre lot in the community of Arcadia.

Client: Mr. & Mrs. Katina

Williams Residence

San Dimas, California
Provided architectural services for a 6,250 square foot custom home located on a 1.2 acre lot in the San Dimas hillsides.

Client: Mr. & Mrs. Williams

Ortiz Residence

La Habra Heights, California
Provided architectural services for a 4,300 square foot custom home located on a 1.1 acre lot in the La Habra Heights hillsides.

Client: Mr. & Mrs. Ortiz

Prieto Residence

Chino Hills, California
Provided architectural services for a 5,600 square foot custom home located on a 1.2 acre lot in the Chino Hills hillsides.

Client: Mr. & Mrs. Prieto

Tsao-Chen Residence

Monrovia, California
Provided architectural services for a 5,000 square foot custom home located on a 1.2 acre lot in the Monrovia hillsides.

Client: Mr. & Mrs. Tsao

Solis Residence

Glendora, California
Provided architectural services for a 5,250 square foot custom home located on a 2.1 acre lot in the Glendora hillsides.

Client: Mr. & Mrs. Alex Solis

Chough Residence

Chino Hills, California
Provided architectural services for a 4,000 square foot custom home located on a .5 acre lot in the Chino Hills hillside.

Client: Mr. & Mrs. Chough

Ortiz Residence

La Habra Heights, California
Provided architectural services for a 4,600 square foot custom home located on a 1.5 acre lot in the City of La Habra Heights.

Client: Mr. & Mrs. Ortiz

Vermons Residence

Glendora, California
Provided architectural services for a 5,500 square foot custom home located on a 1.0 acre lot in the City of Glendora.

Client: Mr. & Mrs. Vermons

Representative Projects

Project/Construction Management

PROJECT/CONSTRUCTION MANAGEMENT

Rialto Senior Center

Rialto, California

Responsible for the project and construction management of a new 17,000 square foot senior center facility funded with CDBG program funds.

Client: City of Rialto

A Mi Hacienda Restaurant/Night Club

Pico Rivera, California

Responsible for the project and construction management of a new 21,000 square foot restaurant/night club.

Client: Juan Garcia

Mount Calvary-Faith Lutheran Church

West Covina, California

Responsible for the project and construction management of a 7,000 square foot church expansion.

Client: Mount Calvary-Faith Lutheran Church

City of Calabasas Earthquake Recovery Program

Calabasas, California

Responsible for the construction management of the Earthquake Recovery Housing Rehabilitation Program.

Client: City of Calabasas

City of San Fernando Earthquake Recovery Program

San Fernando, California

Responsible for the construction management of the Earthquake Recovery Housing Rehabilitation Program.

Client: City of San Fernando

City of Rialto Office Rehabilitation

Rialto, California

Assisted the City's Recreation and Community Services Department in the oversight of the rehabilitation of the facility. The facility is a 1950's middle school that was converted into the recreation center. The rehabilitation work was completed on the gymnasium, and 10 other buildings.

Client: City of Rialto

Rialto - Police Station Rehabilitation

Rialto, California

Provided project and construction management services to the City of Rialto in the rehabilitation of their existing Police Station. The rehabilitation work included all ADA improvements necessary to bring the building into compliance with current codes.

Client: City of Rialto

Rialto Skate Park

Rialto, California

Provided project and construction management services to the City of Rialto for the construction of a 10,000 square foot skate park. Duties included labor compliance monitoring and review.

Client: City of Rialto

Rialto City Park- ADA Restrooms

Rialto, California

Provided project and construction management services to the City of Rialto for the construction of a new restroom/concession stand facility.

Client: City of Rialto

References

Jim Strodtbeck
Redevelopment Director
City of Ontario
316 East "E" Street
Ontario, CA 91764
Telephone: (909) 395-2005

Mari Guerrero
CDBG Coordinator
City of Hawthorne
4455 West 126th Street
Hawthorne, CA 90250
Telephone: (310) 970-7110

Tina Gall
CDBG Program Manager
City of El Segundo
350 Main Street
El Segundo, CA 90245
Telephone: (310) 524-2300

Larry Thornburg
Director of Recreation and Community Services.
City of Rialto
214 N. Palm Avenue
Rialto, CA 92376
Telephone: (909) 421-4968

James DeStefano
City Manager
City of Diamond Bar
21825 E. Copley Dr.
Diamond Bar, CA 91765
Telephone: (909) 396-5676

Dan Trimble
City Manger
City of Newport Beach
3300 Newport Blvd.
Newport Beach, CA 92658
Telephone: (949) 644-3230

Mr. Otto Kroutil
Development Director
City of Ontario
303 East "B" Street
Ontario, CA 91764
Telephone: (909) 395-2171

Tim MimMack
Deputy Public Works Director
City of Ontario
303 East "B" Street
Ontario, CA 91764
Telephone: (909) 395-2112

Mr. Juan Garcia
A Mi Hacienda Restaurant/Night Club
8544 Whittier Blvd.
Pico Rivera, CA 90660
Telephone: (310) 949-9966

Mr. Charles Nichols
Nichols Lumber and Hardware Co.
13470 Dalewood Street
Baldwin Park, CA 91706
(626) 960-4802

David D. Meyer, AICP President

EDUCATION: Masters of Public Administration
California State University, Long Beach

Bachelor of Science
California State Polytechnic University at Pomona

EXPERIENCE: **LDM Associates - President**

Provide a wide range of planning and redevelopment consulting services to public agencies and private developers which include, land use planning and analysis; entitlement processing; project negotiations; site acquisition; project design and processing; commercial and residential rehabilitation program implementation; planning studies; economic development studies; project management; zoning ordinance preparation; and contract staff assistance for planning and redevelopment activities.

**City of Bell - Director of Community Development/Community
Redevelopment Agency Executive Director**

Directed Community Redevelopment Agency's acquisition and development programs. Supervised City's Building, Planning, Engineering, Public Works and Code Enforcement activities. Major program responsibilities included economic development, planning, building, public works, general plan preparation, design standards, zoning ordinance maintenance and Community Development Block Grant (CDBG) program.

City of La Puente - Director of Planning and Community Development -
Developed, coordinated and implemented the City's comprehensive planning, building, zoning and development programs. Supervised staff and consultants. Major program responsibilities included economic development, planning, housing, community development, Community Development Block Grant (CDBG) activities and administration, general plan and zoning ordinance preparation.

City of Carlsbad - Planning Assistant - 1972 to 1973

City of La Puente - Planning Assistant - 1969 to 1972

**AFFILIATIONS/
REGISTRATIONS:**

APA-American Planning Association
AICP-American Institute of Certified Planners

Rudy E. Muñoz

Vice-President

EDUCATION: Masters Public Administration - 18 units completed
Consortium of California State Universities

Bachelor of Architecture (5th Year Degree)
California State Polytechnic University, Pomona

Bachelor of Science - Major in Architecture
California Polytechnic University of Pomona

EXPERIENCE: **LDM/MDG Associates, Inc. - President**
Provides a wide range of architectural, planning, CDBG, and redevelopment consulting services to public agencies and private developers which include, land use planning and analysis; entitlement processing; project negotiations; site acquisition; project design and processing; CDBG commercial and residential rehabilitation program implementation; planning studies; economic development studies; project management; zoning ordinance preparation; contract staff assistance for planning and redevelopment activities; and construction management.

City of Huntington Park - Assistant Director of Community Development/Redevelopment

Assisted the Director of Community Development in managing the day-to-day operations of the department including the CDBG program, Planning, Building and Redevelopment Divisions. Directly responsible for the day-to-day functions of the Planning Division including current and advanced Planning.

City of Bell - City Planner

Under the direction of the Community Development Director, administered the City's current and advanced planning activities, assisted in the development of a new General Plan. Responsible for Subdivision Review, Zoning Review, Environmental Review, and Design Review functions.

City of Montclair - Assistant Planner

Assisted in the daily planning functions including, California Environmental Quality Act (CEQA) review, Design Review, Subdivisions, Annexations, Development proposals. Processed Zone Changes, Variances, Conditional Use Permits, and other entitlements.

Booth-Good Architects

Responsible for design development, and preparation of construction drawings for various types of developments.

**AFFILIATIONS/
REGISTRATIONS:** APA - American Planning Association
ICBO - International Conference of Building Officials
NAHRO- National Association of Housing and Redevelopment Officials
AIA - Prior member of the American Institute of Architects
Licensed State General Contractor - License No. 681042
Certified HOME Technical Assistance Provider, HUD

Cynthia Ricks-Maccotan

Senior Associate

EDUCATION: **Masters of Science, Management and Urban Policy Analysis**
New School for Social Research – New York (summa cum laude)
Bachelor of Arts, Public Administration
University of Puget Sound, Washington University
Public Policy and International Affairs (PPIA) Fellow, University of Texas at Austin,
Public Policy and International Affairs (PPIA) Fellow, Princeton, New Jersey

EXPERIENCE: **LDM/MDG Associates, Inc. – Senior Associate**
Provides a wide range of CDBG, HOME, ESG and other HUD entitlement consulting services to public agencies. Responsibilities include the day to day administration of CDBG and HOME programs for Cities. Other responsibilities include the preparation of Consolidated Plans, Action Plans, and Consolidated Annual Performance and Evaluation Report's (CAPER's) for cities; maintenance of all IDIS information for the Cities; Production of reports using HUD CPMP tool; and assist Cities in developing Community Housing Development Organizations (CHDO's).

Irvine Housing Opportunities, Inc (IHO) – Executive Director

Managed the funding processes, human resources and daily operations of the nonprofit housing development corporation. Assisted the Board in developing the five-year strategic plan and obtain the necessary resources for implementation. Recruited and supervise staff responsible for site selection and acquisition, entitlement and community notification, pro forma development, project financing, lease-up, property management and regulatory compliance. Managed new construction and financing to complete rehab of 150 affordable Senior Housing units and new construction of 15 units at Woodbridge Manor, Irvine valued at \$23 million.

City of Irvine – Grants Coordinator

Reported to Principal Planner, Manager of Planning Services, and Department Director. Managed the administration of CDBG and HOME to achieve the City's community, housing and economic development goals. Successfully prepared for independent and federal Housing and Urban Development (HUD) audits. Managed funding processes including: development of requests for proposals; review and selection of applications; negotiation and management of contracts; budget analysis; and technical assistance to sub recipients. Assisted developers with securing gap financing for rehabilitation and construction of affordable housing. Reviewed and implemented affordable housing plans and conditions of approval for residential development.

King County Housing and Community Development - Coordinator, Homeless Housing Programs/Program Manager/Land Use Planner II

Promoted from Land Use Planner II to Program Manager to Coordinator of Homeless Housing Programs. Reported to Program and Division Managers, and Department Director. Assisted the coordination, analysis and contracting of applications for affordable housing development with local, state, private and federal funders. Audited by state and HUD. Executed and implemented countywide homelessness policies. Developed and managed the Homeless Housing Program budget of \$11.2 million. Supervised and hired Program Managers. Coordinated the work of the Homeless Housing Program. Provided technical assistance and oversight of grant writing, contracting and reporting to ensure regulatory compliance.

Clint D. Whited

Associate

EDUCATION: **Bachelor of Science – Public Policy and Management**
University of Southern California, Los Angeles

EXPERIENCE: **LDM/MDG Associates, Inc. – Associate**
Responsible for the implementation, programmatic and financial monitoring of Community Development Block Grant (CDBG) and HOME Investment Partnership Act (HOME) funded projects for compliance with the U.S. Department of Housing and Urban Development (HUD) regulations; Conduct monitoring of affordable housing projects funded with HOME and Redevelopment funds for compliance with federal and state regulations; Responsible for the administration and implementation of residential and commercial rehabilitation programs funded with Community Development block Grant (CDBG) and Redevelopment funds. Responsibilities include reviewing applications for participation in rehabilitation programs to assure compliance with CDBG and HOME Investment Partnership programs. Provide labor compliance monitoring for capital improvement projects in accordance with Davis-Bacon regulations. Monitoring includes review of certified payrolls, preparation of review letters, conducting interviews; and coordinating file reviews with HUD. Monitoring Sub-recipient accomplishments in HUD CPMP tool.

L.A. County Community Development Commission - Contract Compliance Officer / Program Management

Developed and implemented comprehensive online construction contract compliance guidelines. Provided training and technical assistance to subrecipient agencies on contract and labor compliance. Monitored and provided contract compliance oversight to 63 contracts worth approximately \$49.3 million. Developed and reviewed interagency agreements, RFPs and Bid Documents. Prepared comprehensive procurement guidelines for external agencies. Participated in Commission-wide Strategic Planning process for internal policy and procedure development

AFFILIATIONS/ American Society for Public Administration (ASPA) Member since 2001
REGISTRATIONS

TECHNICAL MS Office applications (Word, Outlook, Excel, PowerPoint, Visio, and
SKILLS Front Page), Windows OS, Internet

LDM Associates, Inc.
10722 Arrow Rte., Suite 822
Rancho Cucamonga, CA 91730
Office: (909) 476-6006

SCHEDULE OF HOURLY BILLING RATES

Rates effective January 1, 2007

STAFF PERSON:

HOURLY RATE:

President & Executive Vice President	\$95.00/Hr
Vice President	\$90.00/Hr
Senior Associate	\$85.00/Hr
Associate	\$80.00/Hr
Project Assistant	\$70.00/Hr
Clerical	\$45.00/Hr

REIMBURSABLE ITEMS:

Project Supplies	Cost plus 10%
Prints/Reproductions	Cost plus 10%

Statement of Qualifications

City of Redlands



TIERRA WEST
A D V I S O R S

Real Estate & Redevelopment Consultants

Contact:
John Yonai
Tierra West Advisors
2616 East 3rd Street
Los Angeles, CA 90033
Phone: 626-665-1224
Fax: 323-261-8676
Email: jyonai@tierrawestadvisors.com

Contact
Jose Ometeotl
Tierra West Advisors
2616 East 3rd Street
Los Angeles, CA 90033
Phone: : 626-8241359
Fax: 323-261-8676
Email: jometeotl@tierrawestadvisors.com



June 16, 2008

Daniel G. Hobbs
Redevelopment Director
Ms. Josephina Aguilar
Redevelopment Project Manager
Redlands Redevelopment Department
CITY OF REDLANDS
P.O. Box 3005
Redlands, CA 92373

Dear Mr. Hobbs and Ms. Aguilar:

Tierra West Advisors ("Tierra West") welcomes the opportunity to submit this proposal to prepare the 2009-14 Consolidated Plan required by the federal HUD Entitlement Community Development Block Grant (CDBG) Program and assist the City's Redevelopment Agency with administering Redevelopment and Housing Programs.

The staff of Tierra West has over 140 years of combined experience providing real estate and redevelopment consulting services to both private and public agencies throughout California. Tierra West prides itself on providing consulting services that are balanced with our knowledge of real estate, so, that our work products are designed to meet market demands and realistically reflect project performance. Tierra West focuses on real estate economic analyses, acquisition, developer negotiations, strategic planning, economic development strategies, implementation and program services, fiscal consulting for bond issues and redevelopment budgets, interim staffing services and redevelopment planning services to our clients.

Tierra West differentiates itself from other consulting practices by providing implementation services that extend through the complete project cycle. Deliverance of a report or work product does not end our involvement in project activities. Tierra West is always prepared to handle sensitive acquisitions, develop and issue Request for Proposals (RFP's), select developers, negotiate development agreements, review developer financial projections and prepare proformas for project economics.

Tierra West has assembled a highly qualified team to provide Redlands Redevelopment Agency with the required services. The team will be led by Michael Garcia, Director serving as Project Manager; will provide the required services and reports to the City. Jose Omoteotl, Director, Regan Candelario, Senior Associate, and Zoe Urrutia, Senior Analyst, will assist Mr. Garcia on an as needed basis. No sub-consultants are proposed for this assignment.

Tierra West welcomes the opportunity to be of service to the City of Redlands. Please feel free to call if you have any questions, or wish to discuss any aspect of our proposal. Thank you for your consideration.

Sincerely,
TIERRA WEST ADVISORS

John Yonai
Chairman/Principal

A handwritten signature in dark ink, appearing to read "John Yonai", is written over the typed name and title.

City of Redlands
Redevelopment Department
CDBG Program
2009-14 Consolidated Plan
Request for Proposals
June 16, 2008
Tierra West Advisors
Redlands, CA 92373
Tel: (909) 781-1111
Fax: (909) 781-1112
www.tierrawestadvisors.com

SCOPE OF WORK

Tierra West Advisors is prepared to assist the City of Redlands complete its Consolidated Plan for 2009-14 CDBG including the Analysis of Impediments to Fair Housing, the First Year Annual Action Plan, Housing Rehabilitation, First-Time Homebuyer Program Administration, and Commercial Rehabilitation Program Administration.

Consolidated Plan for 2009-14 CDBG, including the Analysis of Impediments to Fair Housing, the First Year Annual Action Plan

The Consolidated Plan ("Plan") is intended to provide a tool for agencies receiving HUD funding to establish comprehensive community goals in terms of development actions that address the provision of housing opportunities for targeted groups designated by HUD, as well as identify the barriers and impediments for such programs and services. The Plan is also an opportunity for citizen participation in the strategic planning of housing and community development programs.

The Plan is an opportunity to link local resources to the larger region and identify local assets that address the current needs of the community. It uses economic, physical, community and human development resources in creating a strategic plan with specific goals, objectives and benchmarks. The Plan also helps public agencies meet the reporting requirements for the HOME Investment Partnerships (HOME), Emergency Shelter Grant (ESG), and Housing Opportunities for Persons with AIDS (HOPWA) should the City be the recipient of such funding sources.

Jose Ometeotl, Director, will lead the preparation of the Plan and supervise all tasks and actions necessary to complete the Plan in approximately four months. Mike Garcia, Director, Regan Candelario, Senior Associate and Zoe Urrutia, Senior Analyst will assist Mr. Ometeotl as necessary.

Housing Rehabilitation and First-Time Homebuyer

Many cities and agencies throughout California are faced with the obligation to preserve and expand the supply of affordable housing in their jurisdictions. However they face significant challenges in doing so due to the high cost of housing in the state. One of the avenues for putting affordable housing funds to work quickly is the formation and utilization of "silent second" loan programs to assist qualified households to buy housing in the city.

These programs provide down payment assistance from city and agency housing funds in the form of subordinated loans made to homeowners, typically at the time of the purchase of the home. The loan is called a "silent second" because the trust deed securing the loan is usually recorded in a second priority position behind a conventional trust deed loan made by a mortgage lender. It is "silent" because it does not require any debt service on the part of the borrower during the loan term so long as the borrower honors the terms of the loan, including affordability restrictions. At the end of the loan term the loan is usually forgiven.

Staff of Tierra West has assisted many of its clients in setting up and, in some cases, managing such programs. Recent assignments have included setting up programs in the cities of Azusa and Commerce, and Tierra West is administering the program in Azusa and assisting the City Commerce with the design of

its housing rehabilitation program. In addition to the direct experience in setting up and managing these programs, Tierra West has advised many of its public sector clients in negotiating development agreements with developers whereby affordable housing was developed with subordinated loans provided by redevelopment agencies. These projects include both owner-occupied projects where silent second loans were made to homebuyers (Cypress, Bell Gardens, Lynwood), and renter-occupied projects where qualified households occupied restricted units and subordinated loans were made to the developers (Bell Gardens, Glendale, Huntington Beach, San Jacinto, Azusa).

Jose Ometeotl and Mike Garcia would lead the team in the preparation and implementation of the Housing Rehabilitation and First-Time Homebuyer Program and will be assisted, as needed, by Regan Candelario, Senior Associate, Zoe Urrutia, Senior Analyst, and Liliana Monge, Analyst.

Commercial Rehabilitation Program

Tierra West staff has successfully developed and managed commercial rehabilitation programs and is prepared to provide commercial rehabilitation program services including, but not limited to, program design which can be in the form of rebates, loans, façade improvements loans or grants. In addition, our staff has experience in marketing and implementing such programs.

Mr. Ometeotl is currently implementing an Economic Development Program for the City of Azusa which aims at creating and retaining jobs for low and moderate income individuals by encouraging the development of new businesses and the retention of existing businesses within the Downtown Azusa Target Area. The program is funded through the Community Development Block Grant (CDBG) program and all applicants must comply with applicable US Department of Housing and Urban Development (HUD) guidelines. The focus of the program will be to encourage new retail, quality sit-down restaurant, and entertainment businesses to locate in the Downtown area. In addition, Mike Garcia and Regan Candelario have worked on Economic Development Programs that including façade improvement grants, business retention and attraction for the City of Santa Ana. In addition Mr. Ometeotl and Mr. Garcia will be assisted by Zoe Urrutia, Senior Analyst, in the development and implementation of the programs as needed.

FIRM INFORMATION

Since 1980 John Yonai has operated Tierra West Real Estate Consultants providing professional real estate consulting to corporations and private entities. Previous assignments included corporate real estate planning and long-range projections, asset management services for large commercial office projects, financial and property management oversight, coordination of negotiations to acquire property through purchase and by leasing.

John Yonai previously served as the Partner in charge of real estate at Rosenow Spevacek Group, Inc. a redevelopment consulting firm for 16 years. In September 2006, after 16 years, John Yonai decided to leave Rosenow Spevacek Group and expand the services and scope of Tierra West Real Estate Consultants. At this point Tierra West Real Estate Consultants brought on partners and reorganized itself as Tierra West Advisors to include the following services:

- Real estate economic analysis
- Economic Development Plans and Strategies
- Housing Program development and implementation
- Planning – current and advanced planning, and assisting private clients through entitlement
- Financial Consulting – bond issuance consultant reports
- Real estate acquisition
- Governmental Services – classification/compensation surveys and analysis,
- Parks Master Plan analysis, interim management and project management staffing
- Redevelopment plan amendments and adoptions,
- Required reporting requirements – 5 Year Implementation Plans, 10 year Housing
- Compliance Plans, annual Statements of Indebtedness, State Controller's report,
- Monitoring Deed Restrictions and annual agency budgets

Tierra West is comprised of twelve (13) experienced professionals as follows:

John Yonai, Principal
Michael Garcia, Director
• Rose Acosta, Senior Associate
Regan Candelario, Senior Associate
Louis Morales, Senior Associate
Jesse Saucedo, Analyst
Silvestre Najera, Research Assistant

Tim Mulrenan, Principal
José Ometotl, Director
Walt D. Lauderdale, Jr, Senior Associate
• Zoe Urrutia, Senior Analyst
Liliana Monge
Alexandra Bassanetti, Real Estate Technician

Insurance Coverage's include:

- Commercial General Liability – Each Occurrence \$2,000,000, General Aggregate \$4,000,000
- Automobile – Combined Single Limit - \$2,000,000
- Workers Compensation and Employers Liability – Each Accident \$1,000,000
- Commercial Errors & Omissions – per claim & Aggregate \$2,000,000



Tierra West's contact information is:

Tierra West Advisors, Inc.
2616 East 3rd Street
Los Angeles, CA 90033
Telephone: (323) 265-4400
Facsimile: (323) 261-8676
Electronic Mail: info@tierrawestadvisors.com

Tierra West is a minority owned business enterprise.

CLIENT REFERENCES

The following is a list of current references from cities and redevelopment agencies that have commissioned the principals of Tierra West for assistance with fiscal consulting for bond issue, acquisition services, project economics, DDA drafting/negotiations, Reuse Analyses and Summary Reports, loan agreements, planning, housing developments, or other redevelopment services.

City of Huntington Beach

Assigned Staff: John Yonai, Timothy Mulrenan, Michael Garcia, Jose Ometeotl and Walt D Lauderdale Jr.

Contact Person: Stanley Smalewitz, Economic Development Director
City of Huntington Beach
(714) 536-5909

City of Commerce/Community Development Commission

Assigned Staff: John Yonai, Timothy Mulrenan, Michael Garcia, Walt D Lauderdale, Jr and Regan Candelario

Contact Person: Heriberto Valdes, Manager
Alex Hamilton, Deputy Community Development Director
City of Commerce
(323) 722-4805

City of Azusa

Assigned Staff: Jose Ometeotl, Tim Mulrenan, Mike Garcia, John Yonai and Walt D. Lauderdale, Jr.

Contact Person: Francis M. DeLach, City Manager
City of Azusa
(626) 812-5236



City of Arroyo Grande

Assigned Staff: Timothy Mulrenan, Jose Omoteotl, Michael Garcia, Regan Candelario and Walt D. Lauderdale, Jr.

Contact Person: Steven Adams, City Manager
City of Arroyo Grande
P.O. Box 550
Arroyo Grande, 93421
(805) 473-5400

City of Bell Gardens

Assigned Staff: John Yonai, Timothy Mulrenan, Michael Garcia, Walt D. Lauderdale, Jr. and Regan Candelario

Contact Person: Carmen Morales, Community Development Director
John Ornelas, City Manager
7100 S. Garfield Avenue
Bell Gardens, CA 90201
(562) 806-7725

City of Glendale/Redevelopment Agency

Assigned Staff: Timothy Mulrenan, Jose Omoteotl, John Yonai and Walt D. Lauderdale, Jr.

Contact Person: Madalyn Blake, Director of Housing
Peter Zovak, Housing Development
141 North Glendale Avenue, Suite 202
Glendale, California 91206
(818) 548-3706

City of Los Angeles/Community Redevelopment Agency – Urban Partners/USC project

Assigned Staff: John Yonai, and Timothy Mulrenan

Contact Person: Michelle Banks - Ordone
4401 Crenshaw Blvd., Suite 201
Los Angeles, CA, 90043

City of Lynwood

Assigned Staff: John Yonai, and Timothy Mulrenan, Jose Omoteotl, Zoe Urrutia, Walt Lauderdale, Jr

Contact Person: Lorry Hempe
11330 Bullis Road
Lynwood, CA 90262
(310) 603-0220



Other current clients include the Cities of Artesia, Azusa, Big Bear Lake, Covina, Commerce, Desert Hot Springs, Huntington Beach, Riverside, Pasadena, Pomona, Rancho Cordova, Rancho Palos Verdes, Redlands, and Rosemead.

The partners of Tierra West Advisors have provided consultant services to a variety of Clients including, but not limited to:

Cities: Baldwin Park, Bell, Bell Gardens, Brea, Burbank, California City, Carson, Covina, Culver City, Diamond Bar, El Cajon, El Monte, El Segundo, Fontana, Fresno, Huntington Park, Inglewood, Irwindale, La Puente, La Quinta, La Verne, La Puente, Long Beach, Lawndale, Lake Forest, Los Angeles, Lynwood, Maywood, Montclair, Monterey Park, Palm Desert, Palm Springs, Pasadena, Perris, Pittsburg, Sacramento, San Diego, San Gabriel, San Jacinto, San Marcos, San Pablo, Santa Monica, Simi Valley, Sonoma, Sparks – Nevada, Stockton, Upland, Westminster, West Covina, West Hollywood, and Yorba Linda.

County/Regional Agencies: County of Los Angeles, Orange County Development Agency, and Orange County Fire Authority, Inland Valley Development Agency, and the Pasadena Blue Line Construction Authority

Private Entities: Bahan, LLC, Del Rey Properties, The Hennessey Group, Limoneira Company, Mar Ventures, Picerne Properties and Signature Properties

TIERRA WEST PERSONNEL

The Tierra West Advisors, Inc consultant team brings our clients a wealth of knowledge in redevelopment services—not only from our collective years in providing consulting services, but also our first-hand experience in project management, development, and project design. Seventy percent (70%) of our staff are bilingual in English and Spanish.

John Yonai - Principal

John Yonai has provided coordination and administration of real estate and redevelopment consulting projects ranging from multiple property acquisitions, analysis of large commercial and mixed use residential projects, functioning as interim Community Development Director for cities, providing housing rehabilitation coordination, and coordination of the drafting of DDAs and OPAs. Mr. Yonai's recent project experience includes the Cities of Commerce, Bell Gardens, Huntington Beach, Los Angeles, Pittsburg, San Jacinto, Monterey Park, El Cajon, La Quinta, and Upland.

Timothy Mulrenan - Principal

Tim Mulrenan typically provides market, real estate analysis, financial analysis, property acquisition and disposition, transaction negotiation, and general project management services. Mr. Mulrenan has provided project management, market and real estate analyses for the Cities of Arroyo Grande, Bell Gardens, Cathedral City, Commerce, County of Orange, Glendale, Los Angeles, Burbank, El Cajon, Fontana, Huntington Beach, Lawndale, and La Quinta.

Jose Ometeotl - Principal

Jose Ometeotl has coordinated fiscal analyses for agency financings, tax increment audits, and fiscal consultant reports as well as any planning services coordination. Mr. Ometeotl has also provided coordination of real estate and redevelopment consulting projects ranging from redevelopment plan adoptions and amendments, bond financing consultant reports, multiple property acquisitions, analysis of large commercial and mixed use residential projects, providing housing rehabilitation coordination, and the drafting of DDAs and OPAs. Mr. Ometeotl has provided fiscal consultant services, research, document preparation, schedule monitoring, data analysis, redevelopment consulting, developer negotiation or deal structuring services for the cities of Azusa, Fontana, Lake Forest, San Jacinto and many other clients. Mr. Ometeotl is bilingual.

Michael Garcia – Principal

Michael Garcia has provided coordination of real estate and redevelopment consulting projects ranging from redevelopment plan adoptions and amendments, bond financing consultant reports, multiple property acquisitions, analysis of large commercial and mixed use residential projects, providing housing rehabilitation coordination, and the drafting of DDAs and OPAs. Mr. Garcia's recent program experience includes the Cities of Commerce, Bell Gardens, Burbank, El Cajon, Huntington Beach, La Quinta, Los Angeles, Monterey Park, Pinole, Pittsburg, Rohnert Park, San Jacinto, San Pablo, Stockton, and Upland. Mr. Garcia is bilingual.

Walt D. Lauderdale, Jr. Senior Associate

Mr. Lauderdale provided coordination of real estate and redevelopment consulting projects ranging from redevelopment plan adoptions and amendments, bond financing fiscal consultant reports, property acquisitions, analysis of residential, commercial, industrial and mixed-use projects and providing housing rehabilitation coordination. Mr. Lauderdale has provided fiscal consultant services, research, document preparation, schedule monitoring, data analysis, redevelopment consulting, developer negotiation or deal structuring services for the cities of San Pablo, National City, San Carlos, Cathedral City, the Claremont Unified School District, and the Westminster Unified School District.



FEE ESTIMATE

Tierra West Advisors is prepared to assist the City of Redlands complete its Consolidated Plan for 2009-14 CDBG including the Analysis of Impediments to Fair Housing and the First Year Annual Action Plan for a fee, not to exceed, \$37,500.

In addition, Tierra West can implement the Housing Rehabilitation, First-Time Homebuyer Program Administration, and Commercial Rehabilitation Program Administration at an hourly rate structure for consultant services as follows:

<u>Classification</u>	<u>Rate</u>
Principal/Director	\$195
Senior Associate	\$160
Associate/Acquisition Agent	\$140
Senior Analyst	\$115
Analyst	\$105
Research Assistant/Real Estate Technician	\$ 85
Word Processor	\$ 65
Clerical	\$ 50
Reimbursables	Cost plus 10%

Our fees will be charged in accordance with the rate schedule, and each invoice would detail the project and services provided. Work will commence with authorization from the designated City staff.

Billing will detail work done by individual. Invoices will be issued monthly and are payable upon receipt, unless otherwise agreed upon in advance. Invoices will identify tasks completed to date, hours expended and the hourly rate.

Tierra West hourly rates for service exclude State and County fees, and mapping and environmental consultant fees, if required.

SERVICES OFFERED BY TIERRA WEST

Tierra West provides variety of real estate and financial related activities including, real estate economic analyses, acquisition, developer negotiations, economic development strategies, redevelopment plan amendments and adoptions, 5 year implementation plans and 10 year housing compliance plans, Statement of Indebtedness and other reporting requirements, fiscal consulting analysis for bond issues and budgets, and related planning services to our clients. Many of our clients are established public or quasi public agencies that are attempting to be more effective in asset utilization to assist in revitalizing specific areas to provide employment opportunities, affordable housing opportunities, create aesthetically pleasing and community sensitive developments, that assist in generating additional revenues to the agency.

Tierra West's differentiates itself from other consulting firms by focusing on implementation skills that extend through the complete project cycle: acquiring property, issuing Request for Proposals (RFP's), selecting developers, negotiating development agreements, reviewing developer financial projections and preparing proformas for project economics. The following are the services offered by Tierra West.

A. IMPLEMENTATION AGREEMENTS

1. Development Planning and Analysis: Tierra West is available to provide development planning and analysis for specific project undertakings. Typically, this would involve preparation of a Design for Development for adoption by the City that sets the basic parameters for proposed development. The options available to the City for development of a specific site can be analyzed to determine the optimal outcome and a recommended project.

2. Development Pro Forma Analysis/Negotiation: Tierra West is available to provide project financial pro formas for potential redevelopment projects to assist the City in determining the financial viability of a project and determine the degree of participation which may be required by the City. Tierra West is also available to assist with developer negotiations as needed.

3. Agreement Preparation: Tierra West is available to assist City staff and legal counsel in the drafting of agreements (typically, Disposition and Development Agreements or Owner Participation Agreements). These agreements outline the responsibilities of both the proposed owner/developer and the City.

4. Agreement Processing: Tierra West is available to prepare the back-up materials, agenda staff report, and summary report (required by redevelopment law) and assure that proper noticing and hearings are held in conformance with law.

B. AFFORDABLE HOUSING PROJECTS

1. Comprehensive Strategy: Tierra West is available to assist with the preparation of a comprehensive affordable housing strategy. This could be done in coordination with the updating of the Five-Year Implementation Plan.

2. Specific Project/Site Identification: The City has specific requirements to rehabilitate and develop new affordable housing. It may behoove the City to identify specific projects and sites that could be utilized for this purpose.

3. Developer Selection/Negotiation: Tierra West is available to assist in the developer selection process, as well as in negotiating terms and agreements for future housing development.

4. Financing: Tierra West has a background in developing various financing alternatives, making use of low to moderate housing set-aside funds, tax allocation bonds, tax credit opportunities, and other revenue bond formats to assure the most efficient and effective way of leveraging City funds for the development of housing.

C. REAL ESTATE SERVICES

Tierra West is available to perform real estate related services. These services include:

1. Property Management: If needed, Tierra West is available to provide property management services for City-owned properties. Typically, Tierra West has provided interim management services when either the property will be held for only a short time, or when time is needed to select a long-term, permanent management company.

2. Property Acquisition/Negotiation: Implementation programs frequently require property acquisition and negotiation services. Tierra West is available as needed to provide such services. All services will be provided in conformance with State guidelines regulating the acquisition of properties by public entities.

3. Relocation: From time to time, relocation services have been required, and although Tierra West does not directly provide these services, Tierra West has contracted with, and overseen the work of other specialty relocation consultants and can continue to provide this service.

D. PUBLIC AGENCY ADMINISTRATION

Tierra West is available to assist the City with all other administrative activities as needed. Tierra West has experience in assisting staff with establishing procedures that can then be implemented without consultant involvement. Administrative activities may include:

1. Agenda Materials: Tierra West will draft resolutions, reports, notices, plans, agenda staff reports, and back-up materials as requested by City staff.

2. Meetings: Tierra West staff is available to attend meetings of the City Council or Board of Directors of the Redevelopment Agency, Housing Authority, Planning Commission, project advisory

committees, and meetings with property owners and residents, when necessary. Tierra West has a track record of developing good working relationships with both affected citizens and with staff members.

3. General Administrative Services: Tierra West is available to assist the City with all other administrative matters on an as-needed basis. These services could include assisting with City filing document control systems, providing specialized services related to real estate appraisals, acquisition negotiations, relocation, market analysis, detailed development analysis or goodwill appraisals. Tierra West may not directly provide all of these services but could assist by identifying those consultants who have experience in the necessary areas of expertise and coordinating the provision of their services.

E. PROJECT FINANCING

1. Tax Increment Financings: Tierra West is available to provide fiscal consulting services needed for the issuance of tax increment securities. These services would include tax increment revenue projections based on current year assessed valuations, historical trends, building permits issued for in-progress projects, review of planned new development, and the effects of pass-through agreements. Tierra West is also available to provide financial advisory services, assist with preparation of Official Statements, and other issuance procedures.

2. Finance Strategies: Tierra West has worked with cities and agencies in the past to determine the best use of the funds available. Because the City is involved in both public improvements and private developments, it is important that the tax exempt funds (which must be used for public projects) and other less restricted funds be used to their best end. Tierra West can advise the City regarding its best use of bond proceeds, housing funds, land/real estate proceeds, and tax increment funds.

F. REPORTING REQUIREMENTS

1. Annual Budget and Work Program: Redevelopment Law (HSC Section 33606) requires all Redevelopment Agencies to prepare an annual budget that includes the proposed expenditures, proposed indebtedness, anticipated revenues, and a work program for the coming year, and an analysis of prior year accomplishments. Tierra West will utilize information from the City budget to prepare the annual budget to comply with Redevelopment Law.

2. State Controller's Report: If needed, Tierra West will assist staff in preparing this required report, particularly the Housing and Community Development portion of the report.

3. Statement of Indebtedness: Tierra West is available, if needed, to assist with the preparation of this document, although likely this has been, and will continue to be done by the City finance department.

4. Monitoring Deed Restrictions: Redevelopment Law requires the Agency to expand and improve the supply of affordable housing and to record deed restrictions to assure continued income level compliance. Tierra West is available to monitor these deed restrictions on an ongoing basis.

G. SPECIAL PROJECT ACTIVITIES

Tierra West is available to prepare necessary analysis and documentation for any specific implementation activities.

1. Economic Development Strategies: Economic Development Strategic Plans are important for addressing public infrastructure deficiencies, land use issues, business retention/attractions programs, streetscape programs and other projects that could be impacting business growth within the city.

2. Cost Benefit Analysis/Economic Impact Analyses: Tierra West is available to aid the City in analyzing the costs and benefits of specific development proposals targeting specific users, and to help create an economic development program which is beneficial to the local tax base. Implementation of redevelopment plans should be accomplished in such a way as to promote economic stability and future revenue flow to the City and other taxing entities. With periodic slowdowns in real estate market activities, it is necessary for redevelopment agencies to take a lead role in promoting local economic development.

3. Specific Project Activities: As necessary, Tierra West is available to analyze specific projects, develop schedules and budgets, and prepare necessary documentation.

H. REDEVELOPMENT PLANNING

1. Feasibility Studies: Redevelopment project area formation is an expensive and time consuming process. Before initiating a plan adoption, amendment or merger, we work with our clients to conduct a preliminary analysis of the financial, legal and political implications.

2. Property Tax Increment Revenue Projections: Tierra West Advisors prepares tax increment revenue projections that outline anticipated housing set aside deposits, taxing agency payments, administrative costs, non-housing project funds and bonding capacity.

3. Redevelopment Plan Adoptions, Amendments and Mergers: Tierra West Advisors brings several years of experience adopting, amending & merging redevelopment plans to implement community development, housing rehabilitation, commercial revitalization, hazardous material remediation and other programmatic goals.



4. Project Area Committee and Community Outreach: Stakeholder support for redevelopment is more essential today than ever before. Tierra West Advisors can coordinate, participate or lead community workshops with residents, property owners and businesses.
5. Implementation and Housing Plans: Tierra West Advisors prepares a wide variety of planning documents required by Redevelopment Law including five year implementation plans, replacement housing plans, housing compliance plans, annual reports and relocation plans.

John Yonai

EDUCATION

Graduate School of Management
Real Estate
Finance Certificate
University of California, Los Angeles

Bachelor of Science
Business and Finance
Loyola-Marymount University

Professional Affiliations

Urban Land Institute (ULI)

International Council of Shopping
Center Owners (ICSC)

National Association of Housing and
Redevelopment Officials-So.
California Chapter Instructor
(NAHRO)

California Redevelopment
Association-Redevelopment Institute
Instructor
(CRA)

National Association of Corporate
Real Estate Executives

California Association of Realtors
(CAR)

California Restaurant Association
(CRA)

California Licensed Real Estate
Broker - Current

Tierra West Advisors, Inc.— Principal

Provides project management and implementation services for a variety of real estate consulting services to both public and agencies and private industry. Program management services include coordination with client staff and supporting consulting services required in the real estate program process. Coordinates negotiation of all forms of real estate contracts, professional services for engineering, title insurance, appraisals, escrow services, acquisition and relocation services. Consulting engagements have included acquisition, disposition and development agreements, owner participation agreements and lender negotiations. Specializes in economic evaluation and feasibility analysis for retail commercial centers, office projects, hotel projects, industrial projects, and single and multifamily housing.

Rosenow Spevacek Group – Owner/Principal – 1990 to 2006

Owner, Principal and Board member for 15 years. Established the real estate program management group for the Rosenow Spevacek Group. Provided guidance, development and implementation of the complete spectrum of real estate related activities including real estate economics, pro formas, commercial, retail, industrial and housing analyses, all forms of real estate acquisitions including raw land, existing developments including commercial, retail, industrial, manufacturing, residential, hotels, office, mobile homes, businesses, rights of way, easements, billboards and miscellaneous property entities and rights. Commissioned assignments included project management and implementation services for a variety of real estate, economic and redevelopment related consulting services to both public agencies and private entities.

PacTel Properties - Director of Projects – 1985 to 1990

Directed all acquisitions, development, and portfolio management in Los Angeles, Orange, and Ventura Counties. Projects included raw land development, development of commercial and industrial product, office building rehabilitation, recreational properties, and multiple family housing developments. Responsibilities also included marketing of company services and leasing activity for the portfolio. Acquired and developed over 1,500,000 square feet of building space in excess of \$250,000,000 in value.

Tierra West Real Estate Consultants – Principal – 1980 to Current

Principal in charge of a multidisciplinary professional real estate consulting group providing services to corporations and private entities. Projects include corporate real estate planning and long-range projections. Asset management services for large commercial office projects, including financial and property management oversight; and coordinate negotiations to acquire property through purchase and by leasing.

Timothy Mulrenan

EDUCATION

Bachelor of Arts
Geology
Rutgers University

Master of Business Administration
Concentration in Real Estate and
Entrepreneurial Ventures
Rutgers University

Professional Affiliations

Urban Land Institute
(ULI)

Professional Certifications

Licensed Real Estate Broker
State of California

Licensed General Contractor
State of California

Tierra West Advisors, Inc. – Principal

Provides project management and implementation services for a variety of real estate consulting services to both public and agencies and private industry. Program management services include coordination with client staff and supporting consulting services required in the real estate program process. Coordinates negotiation of all forms of real estate contracts, professional services for engineering, title insurance, appraisals, escrow services, acquisition services and relocation services. Consulting engagements have included acquisition, disposition and development agreements, owner participation agreements and lender negotiations. Specializes in economic evaluation and feasibility analysis for retail commercial centers, office projects, hotel projects, industrial projects, and single and multifamily housing.

Rosenow Spevacek Group – Director – 1998 to 2006

Advises public and private sector clients on negotiation assistance packages for affordable housing, hotel, and commercial developments. Acquires property for client development projects, structures financing, and negotiates owner participation agreements and disposition and development agreements.

Pacific Realty Investments – Principal – 1990 to Current

Provided acquisition, disposition, construction management, property development, and consulting services to public and private sector clients. Acquired and rehabilitated multifamily foreclosures, developed affordable housing projects, provided property management and property investment services.

PacTel Properties - Vice President – 1984 to 1990

Set up and ran Southern California offices for commercial real estate investor. Developed raw land, office, and industrial projects worth over \$300 million. Negotiated partnership agreements, directed leasing and property management, acquired financing for all projects, put together Community Facilities District financing for a 500-acre industrial park putting in area infrastructure serving company project as well as surrounding development.

Pacific Bell - Real Estate Manager – 1980 to 1984

Negotiated all real estate transactions for regional telephone company in the Los Angeles area, supervising a property portfolio of over 5 million square feet. Negotiated major leases for parent AT&T including \$60 million west coast headquarters requirement in downtown Los Angeles.

San Val Development - Project Manager – 1977 to 1984

Developed shopping centers and office buildings for this Los Angeles based commercial developer. Managed all construction and coordinated tenant move-ins for Canyon Plaza Shopping Center and the Coast Federal Savings Building on Ventura Boulevard.

Jose Ometeotl

EDUCATION

Master of Planning
Specialization in Local Economic
Development
University of Southern California

Bachelor of Science
Urban and Regional Planning
Cornell University

Professional Affiliations

American Planning Association
Southern California Planning
Congress

Tierra West Advisors, Inc. – Principal

Responsible for assisting with redevelopment plan adoptions and amendments, real estate services, implementation activities, bond issues, and planning and scheduling project activities. Assignments include feasibility analysis, land use analysis, revenue projections, data analysis/gathering, database design/management, and document preparation. Mr. Ometeotl has worked in this capacity for the Cities of Redlands, San Bernardino, Fontana, Cypress, Firebaugh, San Joaquin, Montclair, Azusa, Irwindale, Yucaipa Pleasant Hill, the County of Fresno and the Orange County Fire Authority.

Rosenow Spevacek Group - Senior Associate – 2004 to 2006

Primary responsibilities include supervision of the collection and evaluation of project related data, project management support, report preparation, increment revenue analysis, assisting in redevelopment plan adoptions and amendments, field surveys and the formulation of public revenue projections. Additional duties include interfacing with clients, providing support to Principals, preparing agenda items for presentation to and approval by public bodies and agencies. Project experience includes: assistance with affordable housing project analysis for the cities of Arroyo Grande, Cypress and Glendale; project manager for inclusionary housing ordinance studies for the cities of San Jacinto and Redlands. Plan adoption/amendments for the cities of Cypress, Firebaugh, Fontana, and Pleasant Hill and the County of San Bernardino.

Pioneer Valley Planning Commission- Community Development Planner – 2002 to 2004

Prepared, implemented, and managed municipal grant funded projects such as infrastructure improvements, social services, and housing rehabilitation and construction programs. Funds managed were from such sources as CDBG, HOME, National Trust for Historic Preservation, Rails to Trails and the EPA. Provided technical expertise in planning and development to municipalities within the region. Partnered local, state and federal agencies to implement major infrastructure projects.

City of Azusa Community Development Department – Intern – 199 - 1998

Primary duties were to act as “counter planner” for the Planning Division, coordinate development proposals and conduct field inspections of proposed projects. Drafted staff reports to the Planning Commission and City Council regarding various entitlement requests. Additional responsibilities included the preparation of Negative Declarations and Notices of Exemptions in compliance with CEQA.

Michael Garcia

EDUCATION

Master of Public Administration
Concentration in Urban Planning
and Management
California State University,
Fullerton

Bachelor of Arts
Political Science
University of California, Irvine

Council Member 2002 to 2006
City of Santa Ana, CA

Tierra West Advisors, Inc. – Principal

Responsible for assisting with redevelopment plan adoptions and amendments, real estate services, implementation activities, bond issues, and planning and scheduling project activities. Assignments include feasibility analysis, land use analysis, revenue projections, data analysis/gathering, database design/management, and document preparation. Mr. Garcia has worked in this capacity for the Cities of Pittsburg, Signature Properties, Huntington Beach, Bell Gardens, Burbank, Santa Ana, San Marcos, Rohnert Park, Port Hueneme, El Monte, La Quinta, Lawndale, Stockton, Riverside, San Gabriel, Santa Barbara, Fountain Valley and Lemon Grove.

Rosenow Spevacek Group – Senior Associate – 1998 to 2006

Responsible for assisting with redevelopment plan adoptions and amendments, real estate services, implementation activities, bond issues, and planning and scheduling project activities. Assignments include feasibility analysis, land use analysis, revenue projections, data analysis/gathering, database design/management, and document preparation. Mr. Garcia has worked in this capacity for the Cities of Burbank, Santa Ana, Bell Gardens, San Marcos, Rohnert Park, Port Hueneme, El Monte, La Quinta, Lawndale, Stockton, Riverside, San Gabriel, Santa Barbara, Fountain Valley and Lemon Grove.

City of Santa Ana - Personnel Technician – 1995 to 1998

Performed recruitment, selection, classification and compensation duties for City departments. Assisted in performing classification and compensation studies and reports, and completing salary and benefit surveys. Assisted in answering Equal Employment Opportunity Commission and Department of Fair Employment and Housing requests for information. Designed databases for City programs and reporting requirements. Compiled information for employee grievance and discipline investigations. Analyzed and drafted language for employee Union provisions. Provided research assistance to other City departments for grant applications.

City of Santa Ana - Senior Administration Intern – 1993 to 1995

Assisted in business retention and attraction activities of companies for the City. Marketed the Enterprise Zone, Foreign Trade Zone and Façade Improvement Rebate Program. Assisted in implementing the Santa Ana Enterprise Zone. Coordinated the Façade Improvement Rebate Program for companies located in Redevelopment Project Areas. Conducted eligibility verification for the Job Training Partnership Act and the Targeted Jobs Tax Credit. Conducted surveys and presented findings.

Rose Acosta

Education

Graduate School of
Management Real Estate/
Small Business Certificate
University of California,
Los Angeles

Bachelor of Science
Sociology
Loyola-Marymount University

Professional Affiliations

California Association of Realtors

California Real Estate License
Current

Bilingual in Spanish

Tierra West Advisors, Inc – Director

Responsible for assisting with project management, document review and implementation services for a variety of real estate consulting services to both public and agencies and private industry. Program management services include coordination with client staff and supporting consulting services required in the real estate program process. Provides negotiations and coordination with legal counsel for the acquisition of real property interest, including fee interest, leasehold interests, easement license agreements and coordinating with all parties involved in the process. Review various documents, appraisals, market values and provides bilingual services as required.

Rosenow Spevacek Group - Consultant – 1992 to 2006

Responsible for assisting with direct negotiations for the acquisition of real property interest, including fee interest, leasehold interests, easement license agreements and coordinating with all parties involved in the acquisition process. Review title reports for exception to title and review appraisals for concurrence on market values. Provides bilingual presentations as required.

Keeler/Dilbeck Associates – Associate – 1987 to 1992

Provided real estate consulting services to a variety of clients. Maintained a computerized market data information system for current transactions to track market value. Provided negotiation services to clients looking to secure real property interest in both fee acquisition and leasehold interests. Prepared real property acquisition documents and negotiated directly with sellers.

Doan/Harbinson Realtors – Associate – 1985 to 1987

Maintained a computerized market information database to track real estate values. Negotiated purchase and sale agreements and lease agreement for a variety of real property transactions.

Tierra West Real Estate Consultants – Associate – 1980 to Current

Responsible for property management; coordination of negotiations to acquire property through purchase and by leasing, and provided coordination of property sales.

Walt D. Lauderdale

Education

Bachelors of Science in Urban
Planning, California Polytechnic
University at Pomona -1993

Professional Affiliations

California Redevelopment
Association Member

Transportation Advisory
Commissioner – City of Pasadena
(1998 -1999)

Pasadena Neighborhood Housing
Services – Volunteer (1997 -
1998)

California Redevelopment
Association Member

Tierra West Advisors, Inc – Senior Associate

Advising clients on Redevelopment, Economic Development, Planning/Zoning, and Special Studies in connection with Community Development. Provides staff support at the executive levels.

Rosenow Spevacek Group – Senior Associate – 2002 to 2008

Analyzed and evaluated real estate transactions and advised on crafting appropriate development assistance packages that balanced the developer and community's needs and interests. Worked with public sector clients to conduct preliminary analysis of the financial, legal and political implications of initiating a plan adoption, amendment or merger. Assisted public sector clients in adopting, amending & merging redevelopment plans to implement community development, housing rehabilitation, commercial revitalization. Facilitated meetings with public and private sector clients. Performed economic impact analyses to determine the ongoing municipal, employment and secondary impacts of projects. Performed financing capacity analyses and prepared preliminary and long-term forecasts of bonding capacity and project indebtedness. Prepared realistic revenue forecasts, employing a wide variety of redevelopment scenarios. Coordination and management of staff resources (workloads, special projects, developed and implemented company training programs).

Keyser Marston – Associate – 1998-2002

Analyzed and evaluated real estate transactions. Prepared California Redevelopment Law Section 33433 Summary Reports. Prepared tax increment revenue projections. Conducted real estate market research. Developed and evaluated static and dynamic real estate pro forma analysis.

Terry A Hayes Associates – Project Manager – 1994-1998

Conducted research and data analysis. Managed the preparation of environmental impact reports. Conducted air quality analysis. Conducted ambient noise analysis. Conducted shade and shadow analysis. Created maps through the use of GIS software. Facilitated meetings with public and private sector clients. Facilitated community scoping meetings.

Regan M. Candelario

EDUCATION

Master of Public
Administration with a
concentration in Urban
Affairs
Graduate Center for Public
Policy and Administration,
California State University,
Long Beach

Bachelor of Arts in Liberal
Studies with a concentration
in Geography
California State University,
Long Beach

Professional Affiliations

City County Communication
& Marketing Association
(3cma) / Community
Development Resource
Network / NAHRO / CRA /
DASH

Specialized Training

Professional Leadership,
Facilitation, and Community
Capacity Building

Tierra West Advisors, Inc – Senior Associate

Responsible for assisting with redevelopment plan adoptions and amendments, real estate services, implementation activities, bond issues, and planning and scheduling project activities. Assignments include feasibility analysis, land use analysis, revenue projections, data analysis/gathering, database design/management, and document preparation. Mr. Candelario has worked in this capacity for the Cities of Arroyo Grande, Azusa, Bell Gardens, Commerce, Lynwood and Riverside.

Community Development District Manager, City of Santa Ana, CA -
2000 – 2006

Facilitate short and long term solutions to community issues or concerns enlisting the assistance and resources of various public and private sector agencies. Provide a primary communication link between public agencies and residential/business groups within Santa Ana. Coordinate the acquisition of property, negotiation of Disposition and Development Agreements, and management of housing development projects. Responsible for development and implementation of residential neighborhood improvement programs. Solicitation of community support and input prior to the development of public improvement projects. Identification of and purchase of residential development sites for replacement housing obligations. Facilitation of discussion and direction toward resolution of many politically sensitive community leadership issues for the City of Santa Ana. (Centerline LRT Project, Neighborhood Leadership Changes, Land Use, Utility Users Tax Increase, Park and Open Space Preservation/ Development) Design, development and implementation of an asset based community development program for the Santa Ana nonprofit, faith based and service club community in Santa Ana

Community Development Resource Coordinator, City of Santa Ana,
CA - 1996 – 2000

Coordination of City of Santa Ana sponsored programs/events; such as the Celebrate Santa Ana event, Community Building Awards, Model Block Program, Internet Community Calendar and Resource Network activities, two City wide Graffiti Paint Out Day's, two Residential Paint-it-Now projects, Model Block Program projects, and the Youth Education and Services (YES) job training and home repairs Program.

Economic Development Specialist, City of Santa Ana, CA - 1990 –
1996

Conduct cost benefit analyses for Redevelopment projects. Conduct business attraction tours for various companies ranging from Fortune 100 industrial users to cutting edge high tech industries. Attraction activities include preparation of site selection agendas, guided tours of the city and coordination of presentations from local developers and brokerage houses. Market the city's Economic Development programs. Represent the City at various expositions, seminars, and local business functions. Prepare city and county economic status reports for management presentations. Responsible for interviewing local business owners for the Economic Development Division's Business Retention/Expansion Program.

Louis Morales

Education

California Polytechnic University, Pomona
Bachelor of Science B.S. in Urban &
Regional Planning

California State University, Los Angeles
Public Administration/General Studies

California State University, Long Beach
Industrial Technology (Construction
Management)

ELAC
Associate of Arts / Architecture

Bilingual in Spanish

Tierra West Advisors, Inc – Sr. Associate - 2006

Advising clients on Redevelopment, Economic Development, Planning/Zoning, and Special Studies in connection with Community Development. Provides staff support at the executive levels.

Rosenow Spevacek Group – Associate – 2005 to 2006

Served as Project Manager for clients requiring services that merge planning and redevelopment activities and components. Advised Public Agencies on Recycling and water discharge programs. Advised public and private sector clients on negotiating packages for residential and commercial developments which included project design. Provided staff support at the executive level in all facets of Community Development. Provided assistance in General Plan updates and adoptions, CEQA process and review, and Zoning Ordinance Amendments.

City of Lynwood – Director – 1989 to 2005

Served as Community Development Director overseeing five (5) divisions Redevelopment, Planning, Building & Safety, Housing (CDBG & HOME), and Code Enforcement. Served as the City's Building Official and chaired the Site Plan Review Committee bringing extensive knowledge in the field of construction and building design. Served as the City's first Redevelopment Director and managed and negotiated all redevelopment activities for the City for more than fifteen (15) years. Negotiated over 600,000 sq. ft. of retail projects, led in the development of over 500 Single-Family units with varied levels of affordability utilizing 20% set-aside and HOME funds. Served in capacity of Planning Manager, Redevelopment Manager, and Deputy Director of Community Development during sixteen-year tenure with the City.

City of Huntington Park – Assistant Planner – 1988 to 1989

Provided assistance on zoning matters and reviewed projects for code compliance. Conducted field inspections in connection with proposed projects. Through the entitlement process prepared and presented staff reports to the Planning Commission and City Council. Prepared CEQA documents and tended to the public both at the counter and through phone inquiries.

Robert Lander Architects – Project Coordinator/Designer - 1987-1988

Provided project management from design to construction. Made periodic site visits and inspections during construction phase for both commercial and residential projects. Worked on budgets with clients to determine the scope of the project and represented clients through the entitlement process.

Zoe Urrutia

Education

Master of Arts, Public Policy
Claremont Graduate University

Bachelor of Arts
Political Science and
International Development
Studies
University of California, Los
Angeles

Bilingual and Biliterate
English / Spanish

Tierra West Advisors, Inc. – Senior Analyst

Provide project management duties for redevelopment agencies. Analyze affordable housing projects including negotiations with developers, proforma and affordability gap analysis, and site selection. Work with clients to acquire sites and coordinate relocation activities. Assist in the developing housing programs and projects for clients. Assist in the development of reuse analysis and summary reports; economic development strategies and redevelopment plans. Draft staff reports, resolutions, ordinances, public hearing notices, and all other related City, County, or special district documents.

City of Riverside - Housing Coordinator – 2007

Managed affordable housing projects including negotiations with developers, proforma and affordability gap analysis, and site selection. Worked with staff to coordinate acquisitions and legal agreements. Assisted in creating and managing a housing strategy using the City's housing set-aside and HOME funds.

Rosenow Spevacek Group- Santa Ana, CA - Analyst 2005-2006

Primary responsibilities include collection and evaluation of project related data, report preparation, tax increment revenue analysis, assisting in redevelopment plan adoptions and amendments, field surveys and the formulation of public revenue projections. Worked directly with a Director to analyze the economic feasibility of affordable, 200+ units, multi-family housing projects on behalf of clients, including student housing. Worked independently in preparing relocation estimates during acquisition, commercial real estate economic feasibility analysis and real state development pro formas.

Southern California Housing Development Corporation (SoCal Housing) - Rancho Cucamonga, CA - Development Associate 2002-2006

Successfully managed a multi-year HUD, Supportive Housing Program (SHP) grant. Prepared and successfully received CDBG grants from five cities in the Inland Empire and High Desert for social programs at different affordable housing communities. Monitored programs supported by CDBG funds, including adult career services and after school programs at five affordable housing communities. Supervised and coordinated eight community based organizations that provided a variety of social services at a 300+ unit, multi-family, affordable housing communities. Acted as the community liaison for the developer at community meetings giving presentations about the project's status as the developer moved forward with more acquisition and relocation of families. I collaborated with the Hope Through Housing Foundation, the fundraising arm of SoCal Housing, writing grants to major foundations, working closely with major donors, headed the annual fundraising gala committee, and assisted in managing a budget of over \$1 million.

Liliana Monge

Education

Bachelor of Arts
Biology
Wellesley College, Wellesley MA

UCLA Extension
Arugus & Spreadsheet Programs for
Commercial Real Estate Analysis

Cerritos College
Accounting

UCLA Riordan Fellow 2000

License

California Department of Real Estate
Licensee Since 2002

Memberships

Member of the Urban Land Institute,
A Better Chance Alumni Association
& Wellesley College Alumni
Association

Skills

Bilingual and Biliterate
English / Spanish

Tierra West Advisors, Inc. – Analyst

Assist with project management duties for redevelopment projects.
Work with clients to acquire sites and coordinate relocation activities.
Draft staff reports, resolutions, ordinances, public hearing notices, and
all other related City, County, or special district documents.

MySoCalListings.com/Keller Williams Realty – Santa Fe Springs,
CA – Real Estate Consultant - May 2005 – July 2007

Design and implement marketing campaigns to generate and maintain
commercial and residential accounts. Coordinate purchase and sale
transactions with escrow, title companies, outside brokers and City
departments to ensure transactions close according to contract.
Develop relationships with local developers and retailers in Los
Angeles County. Attend local City Council meetings to stay abreast
of zoning changes and communicate any pertinent updates to local
builders and developers. Research and disseminate information about
financing options offered by the California Housing Finance Agency
and mortgage banks to home buyers. Hold team members
accountable for meeting specific revenue, sales and expense targets.

Adobe Real Estate and Lending, Inc. – West Covina, CA -
Mortgage Loan Consultant – April 2004 – April 2005

Responsible for originating mortgage loans for purchase and refinance
transactions. Develop business relationships with real estate agents
and builders. Coordinate residential purchase transactions with
escrow, real estate agents, title companies and underwriting staff to
ensure financing is available by specific timelines. Communicate
systematically with client base to generate additional business and
support current accounts.

International Mortgage Corporation, Inc. – West Covina, CA -
Mortgage Loan Consultant – September 2003 - March 2004

Originate mortgage loans for purchase and refinance transactions.
Visit new housing developments to establish relationships with local
builders. Coordinate residential purchase transactions with escrow,
real estate agents, title companies and underwriting staff within
specific timelines. Educate builders and real estate agents about
various mortgage options available to home buyers

Jesse Saucedo

EDUCATION

Master of Public Administration
Candidate May 2008
University of Southern
California

Bachelor of Arts
Political Science
Boston University, May 2000

Madrid Internship Program
Research Intern, BANCOMEXT
(Commercial Office of Mexican
Embassy)
Boston University, International
Institute, Madrid, Spain

Tierra West Advisors, Inc. – Analyst

Assist in the development of impact reports and pro forma analysis; economic development plans. Draft staff reports, resolutions, ordinances, public hearing notices, and all other related City, County, or special district documents.

Office of Congresswoman Grace Napolitano
Field Representative/Veterans Liaison – 2004 - 2006

Represented Congresswoman at various community events, city council and school board meetings. Responsible for constituent casework, including but not limited to local military veterans. Coordinated annual Military Academy Day and assisted in selection of Congressional nominees. Established and maintain relationships with district veterans and health advisory committees, elected officials, and other representatives from the public, private, and nonprofit sectors

Office of California Secretary of State Kevin Shelley
Field Representative/Voter Outreach Coordinator - 2003 - 2004

Organized and promoted the My Vote Counts initiative, a nonpartisan voter outreach effort to promote participation through community-based organizations, mass media and the Internet. Assisted counties in identifying bilingual poll workers and the need for translation of outreach materials.

Congressional Hispanic Caucus Institute (CHCI)
Programs Manager 2002 - 2003

Created and managed the training and development of the program participants in both the summer internship and fellowship programs. Prepared, reviewed and scored each application submitted in the selection of program participants. Served as primary mentor for thirty summer interns and twenty graduate student Fellows. Coordinated CHCI's Issues Conference (attendance of 700 participants), Fiesta de Golf Charity Tournament (raised \$200,000) and all other CHCI receptions; including managing thirty volunteers. Edited CHCI's Policy Recommendations – the byproduct of the Issues Conference providing formal public policy recommendations to Members of Congress.

Office of Senator Edward M. Kennedy
Legislative Intern 2000

Drafted residency correspondence for U.S. Ambassadors on behalf of constituency. Monitored constituent immigration case-work and interpreted for Spanish-speaking constituents.

Silvestre Najera

EDUCATION

Bachelor of Arts
Business Administration - Emphasis
in Finance
California State University Fullerton

Associate of Arts
Liberal Arts
Santa Ana College

Tierra West Advisors, Inc. – Research Assistant

Assist in the development of tax increment projection tables. Conduct research analysis for special client projects. Draft staff reports, resolutions, ordinances, public hearing notices, and all other related City, County, or special district documents. Has provided such services for the cities of Artesia, Azusa and Rancho Palos Verdes.

Orange County Transportation Authority – 2004 - 2006

Prepare and present comment (complaint) analysis to the Executive Director of External Affairs on a monthly basis. Problem solving, leadership, and communication skills are some of the qualities developed from my experience as customer relations representative.

Alexandra Bassanetti

Tierra West Advisors, Inc – Office Administrator/Real Estate Technician

Primary responsibilities include managing office duties, tracking invoices, receivables, utilities, office supplies and manage general book keeping. Support services will also include the preparation of real estate documentation, real property investigation and title report review.

Southland Title Corporation - Supervisor – 2001 – 2006

Primary responsibilities include supervision of the Farms Department, Open Orders Department, and Web Specialist. Assistant to the Los Angeles County Sales Manager. Worked on Projects for Sales Manager. Researched new programs and format for Land America offices statewide. Set up appointments and training classes for all Southland Offices. Created templates for monthly reports for all LandAmerica offices. Researched all projects for Farms. Took on projects for Top Producer sales reps. Went out to offices to manage big presentations.

Montrose Travel – Lead Agent – 2000 – 2001

“Top Gun” sales agent. Lead Agent for morning shift. Dealt with problem and irate customers. Managed all sales reports and ticketing issues. Managed vacation and overtime for agents.

YMCA Catalina Island- Head Water Front Director – 1998 to 2000

Organized camps and activities for over 300 people at a time. Head lifeguard. Assisted Camp Director with organizing camp dates and schedules, billing costs, activities etc.

