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ELEMENT LAND
SOLUTIONS

City of Orland

Comprehensive Professional Planning Services

To: JENNIFER SCHMITKE
City Clerk
815 Fourth Street
Orland, CA 95963
Cityclerk@cityoforland.com



Cover Letter

Dear Ms. Schmitke;

It is with great purpose and pride that I submit my response for Comprehensive Professional Planning Services for the City of Orland. With two decades of deep-rooted experience across Northern California, I offer a rare combination of insight, adaptability, and proven results drawn from both public and private sector roles.

In the public realm, I have served as both a Current and Capital Planner, delivering complex projects with precision. In the private sector, I have led as an applicant, project manager, and consultant, representing developers and landowners with the same level of diligence and foresight. This dual perspective empowers me to anticipate challenges before they surface, and to navigate them in a way that creates consensus rather than conflict.

Throughout my career, I've shepherded infrastructure and development projects from concept to completion. I have secured competitive grants, negotiated easements, earned public trust in contentious hearings, and collaborated effectively with business owners, residents, and interest groups. My on-call planning experience with municipalities has sharpened my ability to step in swiftly and add value immediately.

Based in Chico, I have built enduring relationships with agency staff, local elected officials, and consulting peers across disciplines. These relationships aren't just helpful, they are leverage. They open doors, ease conversations, and accelerate progress.

Having experience as both project planner and applicant on projects of every scale, I understand the competing priorities that often define municipal work. My approach is to create alignment—not just between plans and policies, but between people and outcomes. I believe that when all parties can see themselves in the solution, lasting results follow.

Thank you for the opportunity to present my qualifications. If selected, I will approach the work with dedication, strategy, and a deep respect for the City of Orland's goals and legacy. I welcome the chance to contribute meaningfully to your long-term success.

Sincerely,

Jake Morley

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www.elementlandsolutions.com



1. Statement of Understanding

The Consultant understands that The City of Orland (City) is seeking a proposal from a seasoned consultant who has experience in a full range of municipal planning and the entitlement process, including long term and current planning. The City is seeking an individual that has a clear understanding of the California Environmental Quality Act (CEQA), latest State regulations and their impact or benefit to the City of Orland, and how to utilize the consulting roll to position the City for long term success. The City is wanting a Consultant who not only completes task-based applications and services but goes beyond the daily routine of local government, an individual who takes action and is a forward thinker.

Above all, the City is seeking a consultant with exceptional customer service experience, know-how and communication skills. An individual who is approachable with officials, internal staff members, outside agencies, and the general public.

2. Approach and Availability

The approach is to make consulting services available to the City of Orland both in person, virtually and in real time. Often questions arise or conversations take place in which other individuals need to be looped in, at that moment. My goal is to make myself available frequently and as necessary to the City staff, elected officials and the public.

The proposal would be to be in person for a full day of service at least once a week as needed, while also attending any necessary public hearings or meetings that take place after hours as needed. Additionally, meetings can take place outside the in-person day, with proper notification and calendar management. Staff and public inquiries, phone calls and emails will be responded to within a 24-hour period during normal business hours, except for holidays, vacations, or other unplanned schedule interruptions (sick days, emergencies etc.).

When managing applications and projects, I would ensure that internal and external routing times for comments and review from other departments and agencies responsible should be at least two weeks. Communication is key when dealing with departments, agencies, stakeholders and the public, so having advance time to respond is important for all parties.

When an initial study or larger document needs to be completed, State law allows for longer lead time to prepare the documents for public review. This would also allow for a longer internal comment or review period to take place. Given the potential scope of initial study documents, these may, from time to time, must be subcontracted out.

In short, the goal is to prove the City of Orland with a on-call planner that is present and able to manage routine planning inquiries, project management, internal and external coordination while representing the Orland's best interest and advancing their economic desires.



3. Project Team

Jake Morley

Principal Consultant

Years of Experience: 20 Jake is an experienced land use planner and project manager with a history of working in both the public and private sectors, primarily dealing with and leading projects that involve real estate development and entitlement. Mr. Morley's professional background includes projects ranging from the processing of site plan, land division and design review applications; land use and zone change projects; preparation and management of annexation requests; General Plans Amendments, and the preparation of environmental CEQA analysis documents. Mr. Morley has a strong program and project management professional background.

EDUCATION

B.A. Environmental Studies and Planning, Sonoma State University

Public Sector Experience

City of Colusa - Consultant: Planning and project manager to the City of Colusa. Informing staff and elected community members about zoning regulations, land use policies and the planning process. Responsible for Housing Element re-certification, updates to the Accessory Dwelling Unit ordinance and day-to-day current planning inquiries and management of project applications.

City of Chico - Current Planning: Provided customer service to the public, appointed and elected officials. Project lead for a variety of entitlement applications from small Minor Land Divisions, Use Permits to complex Tentative Subdivisions Maps, General Plan Amendments, Rezones and Annexations. Ensured that projects applicants provided sufficient data, supplemental reports, and descriptions to analyze project against adopted public documents and policies. Prepared staff reports, including CEQA documents for circulation, review and presentations,

City of Chico - Capital Planning: Managed right-of-way acquisitions, grant of license, business outreach and ensure environmental permits are secured and in compliance with City of Chico Downtown Couplet Street Project, consisting of new roundabouts and modifications to existing traffic flow and for the Phase I and III of the Bikeway 99 Project which consisted of new bicycle facilities throughout the City, including creek crossings.



Project Management Experience

Bella Vista Subdivision – Mendocino County: Project involves a Development Agreement and utilization of the State Density Bonus Law for a 171-lot subdivision in Mendocino County. Secured several third-party studies and reports, including Municipal Water Service Review, Roundabout Designs, Biological, Traffic and Air Quality/Green House Gas.



Gobbi Commons- City of Ukiah: An 8-lot private road subdivision in the heart of Ukiah, CA. Project included the development on a Homeowners Association. Full approval took less than 8 months from the submittal, which involved Architectural Review, Planning Commission and an appeal to City Council.

Orchard Creek Estates – City of Chico: is a 74-lot subdivision and annexation in the City of Chico. Represented the developer’s interest at neighborhood meetings, Planning Commission and City Council. Coordinated and attended meetings with neighbors, special interest groups and City Council members. Successfully navigated the City’s request for additional information, neighbors’ concerns over privacy and project design. Received project approval by the City Council and LAFCo.

Sadie Boggs-Ash

Grants Administrator/Long Range Planner

Years of Experience: 25 Sadie’s area of expertise lies at the intersection of long-range planning, grant management and small business operations. Ms. Boggs-Ash success has been contributed to effective communication, time management and detailed project tracking. Ms. Boggs-Ash brings an economic-based experience to the table that not only aids in securing grants but understanding the true needs of the targeted market and how to best provide project support.

EDUCATION

B.S. Biochemistry –
University of Nevada,
Reno

Public Sector Experience

City of Colusa – Grant Consultant: Responsible for the securing of over \$47 million in grant funding across multiple projects, including public improvements and cannabis compliance. Including funds for public pool improvements which involved a new children’s splash pad and new Code Enforcement Officer. Provided expertise in cannabis regulations as well as new Accessory Dwelling Unit (ADU) requirements leading to the creating of new of ordinances, zoning updates and compliance strategies and the creation and securing of ADU building plans for the public.



Colusa Community Indian Council – Grant Consultant: Oversaw implementation and compliance for USDA-funded Sustainable Agriculture grants, including the State Water Efficiency and Enhancement Program (SWEET) and the Healthy Soils Program. Responsibilities included application development, budget tracking, reporting, vendor coordination, and ensuring adherence to environmental and cultural review requirements. Collaborated closely with tribal leadership, USDA representatives, and technical consultants to support water conservation, soil health, and regenerative land practices aligned with traditional ecological knowledge and long-term sustainability goals.

Private Sector Experience

Three Twins Ice Cream – Owner and Founder: A founding member and operator of an organic ice cream company based in Petaluma, CA which at one time had seven brick and mortar shops in the Bay Area with a nationwide wholesaler of the product line. Successful operation from 2005 until complications of COVID in 2020 lead to its permanent closing.



Restoration Hardware - Inventory Planning and Allocation: Contributed to national inventory planning and product lifecycle management, focusing on strategic merchandise allocation and operational efficiency across multiple distribution channels. Role involved cross-functional collaboration with design, sourcing, and logistics teams to ensure stock alignment with seasonal demand, customer preferences, and sales targets. This experience strengthened the ability to manage complex systems, analyze performance metrics, and align supply with consumer behavior



Colusa Cyclones Swim Team: Oversaw the successful rebirth of the Colusa Swim team in the summer of 2020 that resulted in over 70 students. The team has grown to over 100 students participating in both dual and invitational meets throughout the area, including attending summer season championships.

Levitt AMP Colusa - Chairwoman: As Chair of Levitt AMP Colusa, lead the planning and execution of a 10-week free outdoor music series that brings nationally recognized performers to Colusa's Veterans Memorial Park. Manage event logistics, volunteer coordination, artist booking, fundraising, and marketing, while fostering inclusive community engagement. Under leadership, the series has seen record attendance, new sponsorship growth, and increased economic activity for local nonprofits and small businesses.

4. References

Tina Wallis - Legal Consultant for Vineyard Crossing Subdivision

Attorney at Law offices of Tina Wallis
(707) 595-8681
Law Office of Tina Wallis
3558 Round Barn Blvd. Suite #200, Santa Rosa, CA 95403

Brendan Vieg – Previous Supervisor at the City of Chico

Director of Community Development at the City of Chico
(530) 879-6806
City of Chico, 411 Main Street, Chico, CA 95928

Jesse Cain – City Manager

City of Colusa
(530) 682-2933
City of Colusa, 425 Webster Street, Colusa, CA 95932



5. Cost of Services

The following chart contains hourly billing rates for Element staff. We also provide a sample of the typical cost associated with the preparation of various CEQA documents for consideration.

Position	Rate
Senior Planner	\$185.00
Principal Planner	\$145.00
Grant Administrator	\$135.00
Associate Planner	\$135.00
Assistant Planner	\$125.00
Project Assistant	\$110.00
Project Administrator	\$90.00

The California Environmental Quality Act (CEQA) and the preparation of documents associated with it is often a difficult analysis to complete, as every project has its subtle nuances making them completely unique to one another. With that, our approach is to first find CEQA statutory or categorical exemption that can be utilized. Often an exemption (Notice of Exemption or NOE) is all that is necessary for CEQA. Projects that do not meet an exemption, will require an Initial Study resulting in either a Negative Declaration (ND) or a Mitigated Negative Declaration (MND). Projects that are found to have a Significant Unavoidable Impact will require an Environmental Impact Report (EIR) and will often have a substantial number of technical studies and analysis associated with it.

CEQA Documentation	Sample Cost	Notes
Notice of Exemptions (NOE)		
NOE	\$300-\$800	Exemptions are easy to produce and account for as existing documentation and regulations can be utilized.
NOE with Supporting Analysis	\$800-\$4,000	At times an NOE can still be utilized when additional analysis is brought forward to support the reasoning behind the NOE, such as a CEQA Section 15183
NOE with Supporting Technical Studies	\$4000-\$25,000	Occasionally a technical study would need to be prepared to provide evidence that a NOE is an appropriate determination.
Initial Study (IS), Negative Declaration (ND) or Mitigated Negative Declaration (MND)		
IS, ND or MND	\$1,200 - \$25,000	Straightforward document with no analysis or supporting technical documentation necessary.
IS/MND	\$25,000 - \$50,000	This is based on a typical project with a few technical documents necessary to support the analysis (Traffic, Air Quality/Greenhouse Gas).
Environmental Impact Reports (EIR)		
This is on a case-by-case basis depending on the scope and type of EIR analysis necessary. Element does not have adequate time or staff to produce an EIR. Therefore, it would be subcontracted out and Element would manage its creation.		



Expense Reimbursement/Other:

- › Billings are hourly and when full hours are not necessary, time will be broken down into increments of tenths of an hour (8-minute increments).
- › Computers, facsimile, and telephone are included in the billing rates, and there is no additional charge.
- › Copies (color and black and white), equipment and other direct expenses are reimbursed with a 10% administrative handling charge.
- › Subcontractor expenses are reimbursed with a 12% administrative project management charge.
- › Mileage is reimbursed at the current IRS rate, adjusted annually.
- › Per Diem, depending upon location, may be charged where overnight stays are required.
- › Expert Witness Testimony, including Depositions, is billed at time and a half.
- › Weekend or Holiday rates are billed at time and a half.
- › Time spent on invoicing and contract management are billed at project administer rates.