

El Paso County

Proposal for Urban Planning Training & Professional Services July 2021

Submitted To:
Mr. Jose Landeros
Director, Planning & Development Department

Submitted By:
Carlos Gallinar, AICP, CNU-a
Gallinar Planning & Development, LLC





July 29, 2021

Mr. Jose Landeros
El Paso County
800 E. Overland Street
El Paso, TX 79901

RE: Proposal for Urban Planning Training & Professional Services

Dear Mr. Landeros:

Thank you for the opportunity to submit this proposal to provide urban planning training and professional services to the El Paso County's Planning & Development Department.

This cover letter and attached proposal serve to submit our qualifications and fee structure to provide urban planning training to your staff. The scope of work includes a full training curriculum covering many diverse topics and several hours of individual professional development for each staff member.

I hope you will review our qualifications and this proposal favorably and find Gallinar Planning & Development, LLC suitable to carry-out your organization's vision and aspirations.

I look forward to hearing from you soon and thank you in advance for your consideration.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "C. Gallinar".

Carlos Gallinar, AICP, CNU-A
Principal & Owner
Gallinar Planning & Development, LLC

Carlos Gallinar, AICP, CNU-A
Principal & Owner

Gallinar Planning
& Development, LLC
6006 N. Mesa, 10th Floor
El Paso, Texas 79912

T 915.346.6586
cgallinar@gallinar-planning.com



Proposal for Urban Planning Training & Professional Services for El Paso County July 2021

The following outlines the scope of work and fee proposal to be provided by Gallinar Planning & Development, LLC (GPD) to El Paso County for Urban Planning Training and Professional Services.

SCOPE OF WORK

The County of El Paso's Planning & Development Department seeks to further enhance its staff professional development. Like all top-performing organizations, the department wants its personnel to have the latest training and best practices in their related field and ensure its team members have the tools they need to perform their duties in the service of the County.

Gallinar Planning & Development, LLC (GPD) will provide urban planning training to the department to include up to 30 County employees. Additionally, GPD will provide professional services to include individual professional development assessment to the County's Planning & Development staff. The training will take an interdisciplinary approach providing various training methods. In particular, the training is aimed at County professionals focusing on the various planning issues at the macro and micro level and to include public policy, governmental practice, and private sector development in the El Paso border region.

Task 1: Provide Virtual Training Sessions

Engaging in a small class structure allows time for lectures, discussions, group work, and on-site field research. This also creates an environment in which staff can thrive by engaging with an outside/third party professional and with each other for insightful interaction. These discussions will be drawn and guided by class readings, lectures, and other pedagogy such as guest speakers, films, articles, and through field trips to various neighborhoods within the region. Field trips will be conducted once we are able to gather safely and/or through a socially distance method ensuring the safety of all participants.

The training will take place from October 2021 to March 2022. A training schedule with the preferred subject areas will be provided to the County for approval prior to commencing training. The training modules will take place virtually utilizing Microsoft Teams or another virtual-meeting platform preferred by the County.

The training modules may include the following topics:

- Planning History/Planning Theory
- Planning Law
- Transportation
- Housing & Colonias Development
- Low Impact Development & Wastewater Infrastructure
- Downtown Redevelopment
- Platting & Subdivisions
- Zoning & Land Use
- Comprehensive Planning
- Parks & Open Spaces
- Health & The Environment
- Urban Design & Historic Preservation
- Public Participation

Urban Planning Training Proposal

This exhaustive list includes most of the current relevant urban planning areas. However, there may be other topics the department might want to focus on. GPD will work with Mr. Landeros and his staff to ensure that all relevant subject and training areas are covered and that national best practices for each training module are provided.

All training manuals, textbooks, films, and relevant classroom materials will be provided by GPD to all members of the training.

Task 2: Organize & Schedule A National Expert

With GPD's long history and nationally-recognized work, we have established relationships with national experts in the urban planning, architecture, urban design, transportation, and engineering fields. As part of the training, GPD will organize, schedule, and convene a national expert to provide technical expertise to augment the training modules. These lectures will be held virtually but will be specific to the County's staff's training needs. Working with Mr. Landeros, GPD will provide a list of potential speakers and once decided upon, GPD will manage and schedule. GPD will cover the related fees and costs associated with this task.

Task 3: Provide Technical Assistance for Professional Development:

Separate from any of the tasks outlined above, GPD will provide technical assistance to each staff member. This assistance will be twofold: 1. GPD will assess each individual's professional development objectives, and 2. GPD will provide technical assistance on how each team member can achieve their professional certification goals. Special emphasis will be provided on the American Planning Association's American Institute of Certified Planners (AICP) curriculum and exam procedures and requirements. The AICP is the "gold-standard" for planning professionals. Additionally, GPD can also provide the same focus on the Congress for New Urbanism's certification program, the CNU-a. Combined, these two certifications will give the department's staff the required professional credentials in their field.

Task 4: County-City Process Review & Coordination

An important aspect of the County's work is coordination with the City of El Paso's planning department, especially in the platting process. In an effort to identify more efficient and streamlined processes, GPD will facilitate the following: 1. A thorough review of the City and County's subdivision ordinances. 2. Provide a Technical Memorandum outlining areas of improvement and recommended changes based on a comparative analysis of the two ordinances, and 3. Organize and convene a workshop between the County and City of El Paso's planning departments to identify areas of mutual interest for better coordination between the two agencies.

FEE STRUCTURE

The total lump sum fee for this proposal is \$38,500. This includes the development of the training modules specialized to the County's needs, training materials, and all expenses associated with this proposal.

**EL PASO COUNTY—PLANNING & DEVELOPMENT DEPARTMENT
STAFF DEVELOPMENT AND TRAINING
PROPOSED CURRICULUM & SCHEDULE**

MONTH ONE—NOVEMBER 2021

- Meet with individual Planning & Development Department staff to discuss specific professional development needs. Items will include AICP, CNU-A, LEED-AP, or other relevant professional planning and engineering exams.
- Draft memorandum to Jose Landeros outlining findings from staff.
- Finalize curriculum and schedule.
- Set up virtual teaching platform (Blackboard, Teams, Basecamp).

MONTH TWO—DECEMBER 2021

- **Planning History Workshop**
 - United States Planning History & Theory
 - Paso del Norte Planning History
 - Regional Development Patterns
 - Planning Law Case Studies
 - Local Planning Issues
- **Transportation Planning**
 - Regional Transportation Systems
 - Major Thoroughfare Plan
 - Complete Streets
 - Hike & Bike Trails: Paso del Norte Trail Plan
 - Agency Coordination: County, MPO, City of El Paso, Socorro

MONTH THREE—JANUARY 2022

- **Housing & Colonia Development**
 - Local Housing Trends & Concerns
 - Subdivision/Platting Review
 - Colonia History & Development
(Guest Speaker: Rose Garcia, Tierra del Sol Housing Corporation; perhaps include a panel of other speakers)
 - Video: The Forgotten Americans
 - Review a Housing Construction Proforma & Private Sector Process
- **Staff Follow Up**
 - GPD to meet with staff to review goals and plans for professional development

County Professional Development

MONTH FOUR—FEBRUARY 2022

- **Parks & Open Space Planning / Health & The Environment**
 - Review County's Parks Orders & Policies
 - National trends in parks planning
 - Regional plans for parks
 - Discuss County's current Parks Masterplan
 - Exercise: Design a Segment of a Trail (Bring in Landscape Architect)
- **Flooding Policies & Low Impact Development**
 - Review EPWU Stormwater Standards
 - Review County's Ponding Requirements
 - Discuss Low Impact Development
 - Streets as Stormwater Systems
 - Best Practices in the Southwest: Tucson, Arizona

MONTH FIVE—MARCH 2021

- **Historic Preservation**
 - Historic Preservation in the United States
 - Discuss County Historic Assets & Opportunities
 - Review: Mission Trail Plan
- **Public Participation Strategies**
 - National trends in public and citizen participation after COVID
 - Best Practices from the National Charrette Institute
 - Opportunities for County staff in future projects
 - Workshop: Hands-On Public Design Workshop with County Staff
- **National Speaker Lecture**
 - Date/Time: TBD
- **City County Coordination**
 - Review County's Development Regulations
 - County Workshop w/ Staff
 - County Planning & Development / City Planning Departments Workshop(s)
 - Regional Site Visit: GPD to coordinate a multiple day site visit to various locations throughout the county.

PAGE 3

County Professional Development

- GPD to submit Memorandum with Recommendations
- **AICP Preparation & Exam**
 - GPD to work with staff on studying for the November 2021 exam
 - Provide testing guides and materials
- **Final Staff Follow Up/Meetings**
- **GPD to Provide Any Final Deliverables**
- **Closeout of Contract**

SUGGESTED READINGS / MATERIALS

Working with Mr. Landeros, GPD will provide textbooks and manuals to each participant. Suggested books include those listed below. GPD can also curate a series of readings and resources (websites, podcasts, videos) for each individual workshop.

Health and Community Design: The Impact of the Built Environment on Physical Activity
(Frank et al, Island Press)

Cities of Tomorrow
(Peter Hall, Blackwell Publishers)

Happy City: Transforming Our Lives Through Urban Design
(Charles Montgomery, Farrar, Straus and Giroux)

Visions For A New American Dream: Process, Principles, And An Ordinance To Plan And Design Communities
(Anton Clarence Nelessen, APA Publishing)

Strong Towns: A Bottom-Up Revolution To Rebuild American Prosperity
(Charles Marohn, Jr., Wiley Publishers)

Land Use Planning and Development Regulation Law
(Julian Conrad Juergensmeyer, Thomas E. Roberts, Thomson West)

City on A Hill: Urban Idealism in America from the Puritans to the Present
Alex Krieger, Harvard University Press)

Carlos Gallinar, AICP, CNU-A

1427 Hawthorne Street, El Paso, Texas 79902 | 915.346.6586 | cgallinar2@gmail.com

EDUCATION

Rutgers University
Master of City & Regional Planning

University of Texas at El Paso
Bachelor of Arts Degree

Project Management Certificate,
University of Texas at El Paso

PROFESSIONAL AFFILIATIONS

American Institute of Certified
Planners (AICP)

Congress for the New Urbanism
-Accredited (CNU-A)

SERVICE

City Plan Commission, City of El
Paso. Appointed March 2021.

Congresswoman Veronica Escobar
Climate Crisis Advisory Committee,
Appointed by Mayor Oscar Leeser,
City of El Paso, 2021

Candidate for Mayor of El Paso,
2020 General Election

Annunciation House, El Paso.
Community Volunteer, 2000-Present.

Paso del Norte Health
Foundation, REALIZE Leadership
Program 2013-2014

Advisory Member, Texas Health
Institute, Health in all Policies, 2013

Chairman City Plan Commission,
City of El Paso, 2009

Ysleta Education Foundation,
Board Member, 2010-2012

Fellow, Creative Cities Leadership
Program, Richard Florida Creative
Group, 2006-2007

AWARDS

2016 Young Alumni Award
Rutgers University, Bloustein School
of Planning & Public Policy

Charter Award, Congress for the
New Urbanism, 2015

Texas Chapter of the APA

National Award for Smart Growth
Achievement, U.S. EPA, 2011

Carlos Gallinar has over twenty years of professional experience as an urban planner focusing on sustainable city planning and community development. This includes developing, directing, and managing multifaceted projects to include environmental resiliency, sustainable food systems, neighborhood revitalization, affordable housing, equitable school construction, land use, complete streets, open space, real estate development, and community master planning. This diverse practice includes government experience, nonprofit management, and private-sector consulting with projects throughout the United States and Mexico. His goal is to make regions, cities, and neighborhoods more resilient and prosperous by increasing the quality of life of residents through a more sustainable, economically diverse, and healthier built environment. He is also an experienced fundraiser having raised millions of dollars from local, state, federal, and private sources. Carlos is a fluent Spanish speaker.

TEACHING EXPERIENCE

Adjunct Professor:

El Paso Community College, Summer 2019 - Present

- Government 2305: Federal Government
- Government 2306: State/Local Government
- Teach both virtual and in-classroom settings.

University of Texas at El Paso (UTEP), Summer 2013 - Summer 2016

- SOWK 5393: Health and the Environment: Planning for Sustainability
- Created, designed, and developed from scratch the course content for this first class at the UTEP focusing on planning and health.
- Graduate level course offered across multiple disciplines and colleges.

PROFESSIONAL EXPERIENCE

Principal & Owner, Gallinar Planning & Development, LLC (GPD)

August 2015 to Present

- GPD is an urban planning and community development consulting firm providing varied and multiple services to governments, businesses, and nonprofits. Areas of service include land use planning, zoning, sustainability, real estate development, project management, site development, comprehensive plans, housing studies, government relations, economic development research, and community participation strategies.
- Small business owner overseeing all aspects of the company to include client relations, project development, project implementation, outreach, bid packaging, and budgeting.

Executive Director for Planning & Construction

El Paso Independent School District: El Paso, TX. September 2016 to November 2018

- Managed a multi-million construction portfolio and day-to-day-operations of the facilities and construction department for largest ISD in west Texas. Projects included new construction, remodels, renovations, athletic facilities, and 21st century learning environments.
- Directed, managed, and supported a staff of 20 FTEs, 10 consultants and a \$5 million operating budget.
- Created and implemented a robust and effective public outreach strategy for projects resulting in over 150 events, stakeholder meetings, and community participation activities.
- Created a more efficient department by implementing project management processes and best practices for staff to include technology and software upgrades to better document and manage the district's facility projects and cross-campus coordination.
- Initiated professional development policy for staff to obtain Professional Engineer (P.E) and/or Project Management Certificate.

Carlos Gallinar, AICP, CNU-A

Page 2 of 3

PROFESSIONAL EXPERIENCE

Continued

Deputy Planning Director

City of El Paso, El Paso, TX. August 2012 to September 2016

- Managed, supervised, and directed 15 employees and a \$3 million department budget.
- Directed planning functions to include sustainability planning practices, zoning, subdivisions, long-range planning, annexations, downtown redevelopment, complete streets planning, historic preservation, and Smart Growth projects.
- Led the design of several public policies in the areas of open space planning, walkable schools, Smart Growth, transit-oriented development, and urban infill strategies.
- Consistently interacted with the city council, city manager, business community, neighborhood associations, and the public to implement policies and projects.
- Directed all public outreach activities to include public presentations, stakeholder meetings, charrettes, and citizen participation activities.
- Collaborated and cultivated relationships with external stakeholders to develop, design, and ratify public policies and implement projects/initiatives.
- Led staff professional development initiatives resulting in planners obtaining AICP and CNU-a credentials.

Comprehensive Plan Manager

City of El Paso, El Paso, TX. May 2010 to August 2012

- Managed and directed a national group of consultants to include urban planners, urban designers, architects, economists, and transportation engineers to develop Plan El Paso, the city's award winning and nationally recognized comprehensive plan.
- Organized over 25 city-wide planning sessions, several extensive community design workshops, and over 150 stakeholder meetings over the course of two years.
- Administered several grants and budgets from the Office of Economic Adjustment and Department of Defense totaling \$2.3 million.
- Lead author and coordinator for TIGER II and TIGER III grants for sustainable transportation projects.
- Project Manager for Transit-Oriented Developments and Bus Rapid Transit system
- Served as the planning department's liaison for regional military installations.

Director for Community & Economic Development

La Fe Community Development Corporation, El Paso, TX. May 2005 to April 2010

- Founded and created the La Fe Youthbuild Academy, a U.S. Department of Housing and Urban Development education and leadership training program for non-traditional youth who did not obtain a high school diploma.
- Oversaw the construction of affordable housing projects including the Magoffin Park Villas, the first mixed-use and mixed-income project in El Paso.
- Lead planner for the agency focusing on neighborhood revitalization, community organizing, community resiliency, and social service policies.
- Increased budgets through various resource development goals; raised approximately \$6 million.
- Managed staff, budgets, and programs from inception to close-out.

Program Manager

Isles, Incorporated, Trenton, NJ. June 2004 to May 2005

- Managed neighborhood planning and revitalization projects for several low income communities in New Jersey.
- Prepared neighborhood masterplans, land use studies, maps, and presentations.
- Conducted research on neighborhood economic development; and the social, environmental, and health factors affecting neighborhood residents.

Carlos Gallinar, AICP, CNU-A

Page 3 of 3

PROFESSIONAL EXPERIENCE

Continued

- Organized and facilitated meeting and planning sessions between residents, elected officials, and agency staff.
- Created land use maps using ArcGIS; managed the GIS system for the organization.

Program Officer

New Jersey Public Policy Research Institute, New Brunswick, NJ.

September 2002 to June 2004

- Coordinated and conducted research projects dealing with critical policy and planning issues in New Jersey.
- Authored memos, reports, and policy briefs on topics such as affordable housing, predatory lending, education reform, and community development.

Program Officer

El Paso Community Foundation, El Paso, TX. August 1998 to August 2002

- Led and managed a grants portfolio that included education, environmental conservation initiatives, and international health.
- Directed downtown redevelopment program for the foundation working with government agencies and civic groups.
- Conducted site visits to nonprofit organizations, and presented written reports and recommendations to leadership staff and board of directors.
- Project Manager for multi-million dollar Ford Foundation program to implement a housing and economic development collaborative.
- Program Manager for Johnson & Johnson Nursing School grant in Cd. Juarez, Mexico.
- Represented the organization at city-wide meetings, binational conferences, and civic/business gatherings.

PRESENTATIONS & LECTURES

(Selected List)

Towards the Healthy City: Urban Planning in the 21st Century, The Ruth Ellen Steinman and Edward J. Bloustein Memorial Lecture, Rutgers University: October 2016.

Texas Big Six: Make No Little Plans, Texas American Planning Association, Austin, Texas: March 2016.

Creating Placed-Based Economic Development, Lincoln Land Institute. Harvard University, Cambridge, Massachusetts: October 2015.

The Bridge as Civic Space, TEDx El Paso, El Paso, Texas: September 2013.
<https://youtu.be/Y5pUSLkIlVw>

Planning for Health & Sustainability, New Partners for Smart Growth National Conference. Kansas City, Kansas: February 2013.

The Future of Urban Planning & Economic Development, Presentation to the United States Green Building Council--West Texas Chapter, Lubbock, Texas: January 2013.

PUBLICATIONS

(Selected List)

Post Pandemic Planning: A Guide To Creating Healthier Communities Through Sustainable City Planning, Routledge Press. Forthcoming: 2022.

"Plan El Paso: Comprehensive Planning in the 21st Century." *Practicing Planner: The American Institute of Certified Planners*, Vol. 10, No. 2, 2012. Online Journal.