

April 4, 2013

# 2013 General Services Conference

# Hyatt Vineyard Creek, Santa Rosa

**WELCOME**

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General Services Division, Facilities  
Development and Management Division

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Clara, Facilities and Fleet Department,  
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We shape our buildings,  
thereafter they shape us.

Winston Churchill

By failing to prepare you are  
preparing to fail.

Benjamin Franklin



# County Facilities Planning

# The New Normal

It's not new. It's not normal.

the challenge

How to improve the future of our  
county facilities with limited  
resources?

challenge + drive = solution(**s**)

but, first, a little context

Demand for services, along with federal and state mandates, are overwhelming local governments.



we started with...

Prop 13

crumbling infrastructure

dwindling resources

and, then, we got...

the end of redevelopment

realignment [AB 109] in california

pension reform



obamacare

Fiscal crisis facing government at  
the local, state, and federal levels

the **g**reat recession

fiscal cliff

sequestering

and other problems...

natural catastrophes

earthquakes



droughts

fires

floods

global warming

the zombie **a**pocalypse

Where do we look for  
solution(**s**) to this crisis?

solutions

reduce costs



leverage resources

land rich 😊 cash poor 😞

generate revenue

seek partnerships

the private sector

public-private partnerships

[case examples]

Two counties' similar approach  
to facilities **p**lanning



Sonoma COUNTY

invest in the future

“planning costs money, too”

reduce

reuse

redevelop

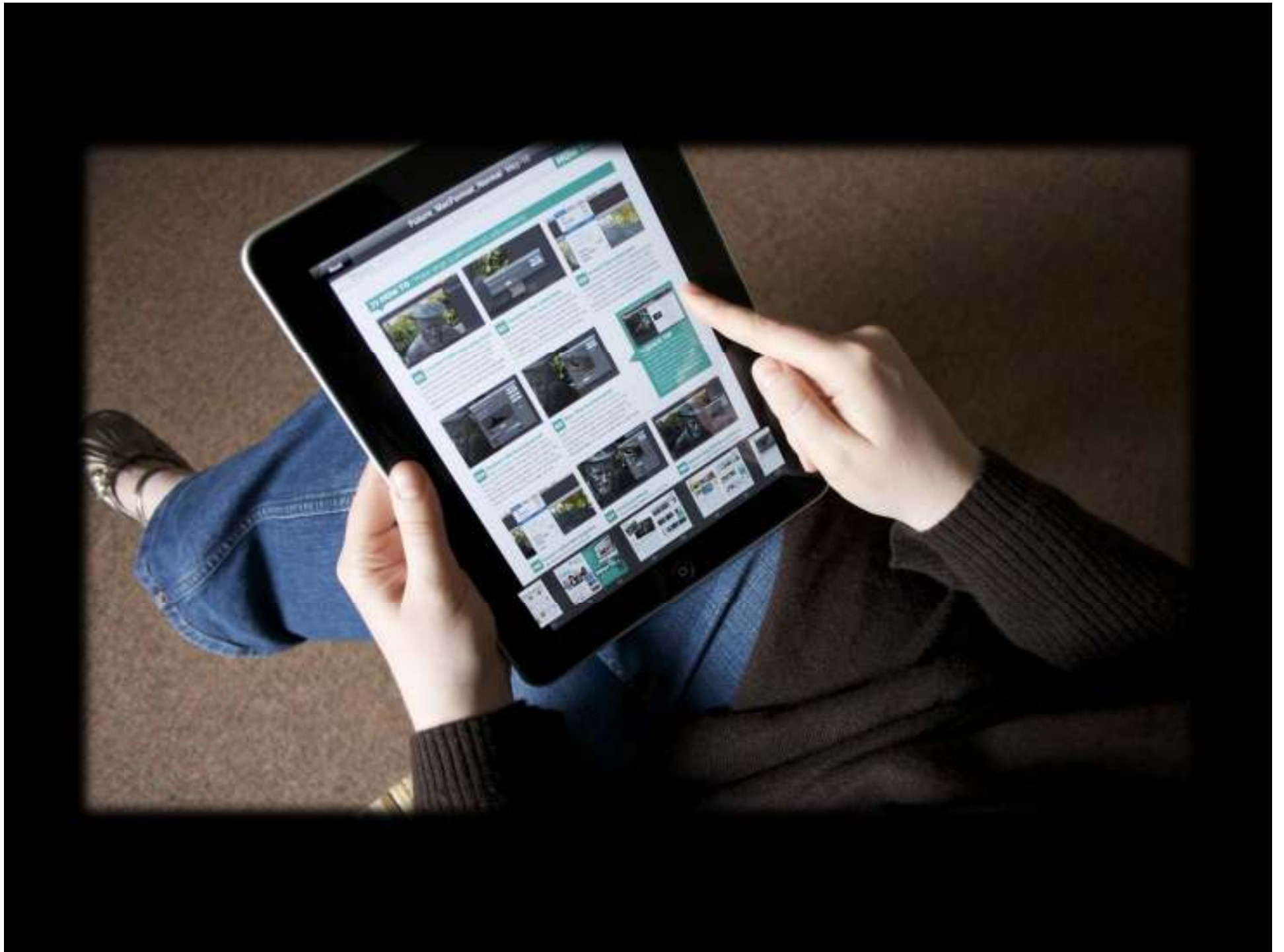
rewire

from this





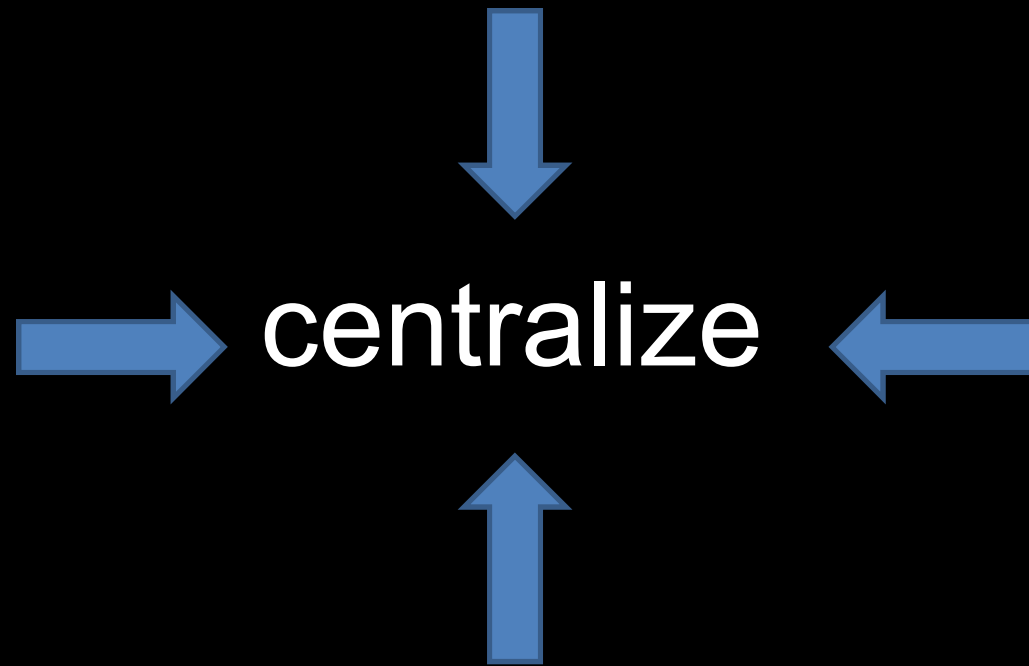
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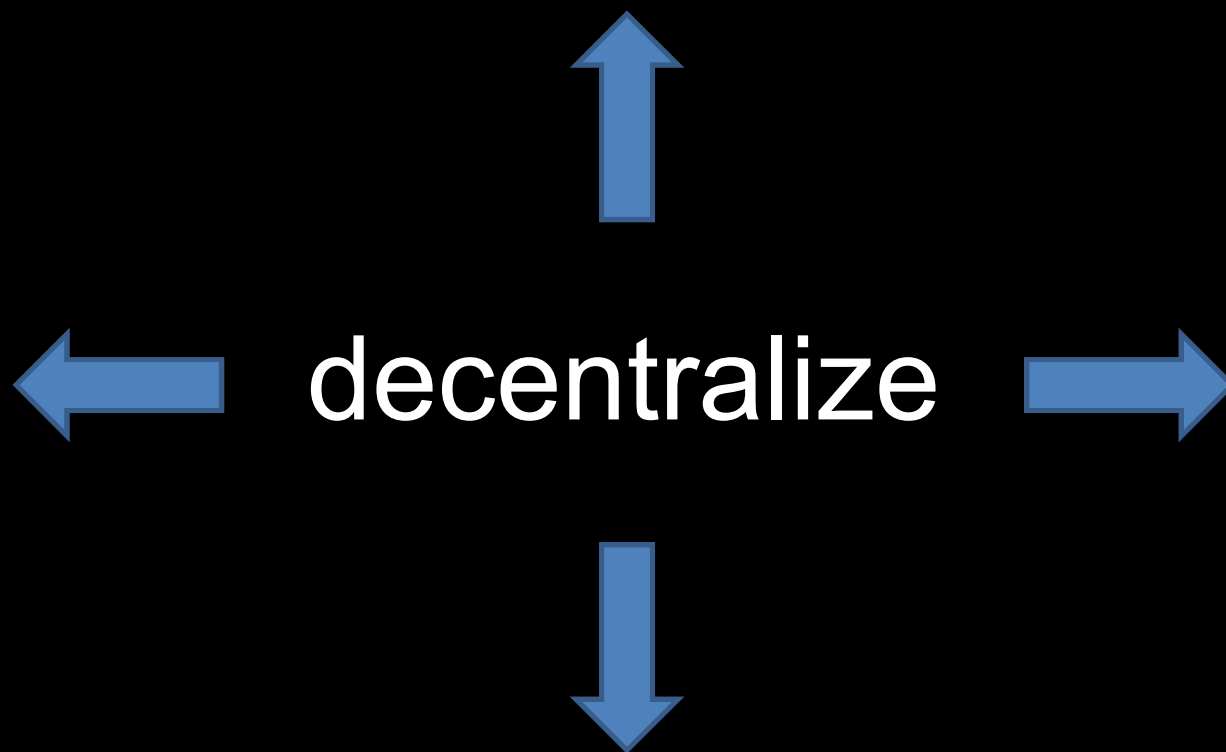


service delivery VISION

service affinities

co-locate





improve service delivery





Like

avoid fragmentation ○ n

owned vs. leased

60 v. 40

space allocation

planning metrics

space guidelines

## Projected County Government Square Footage Usage



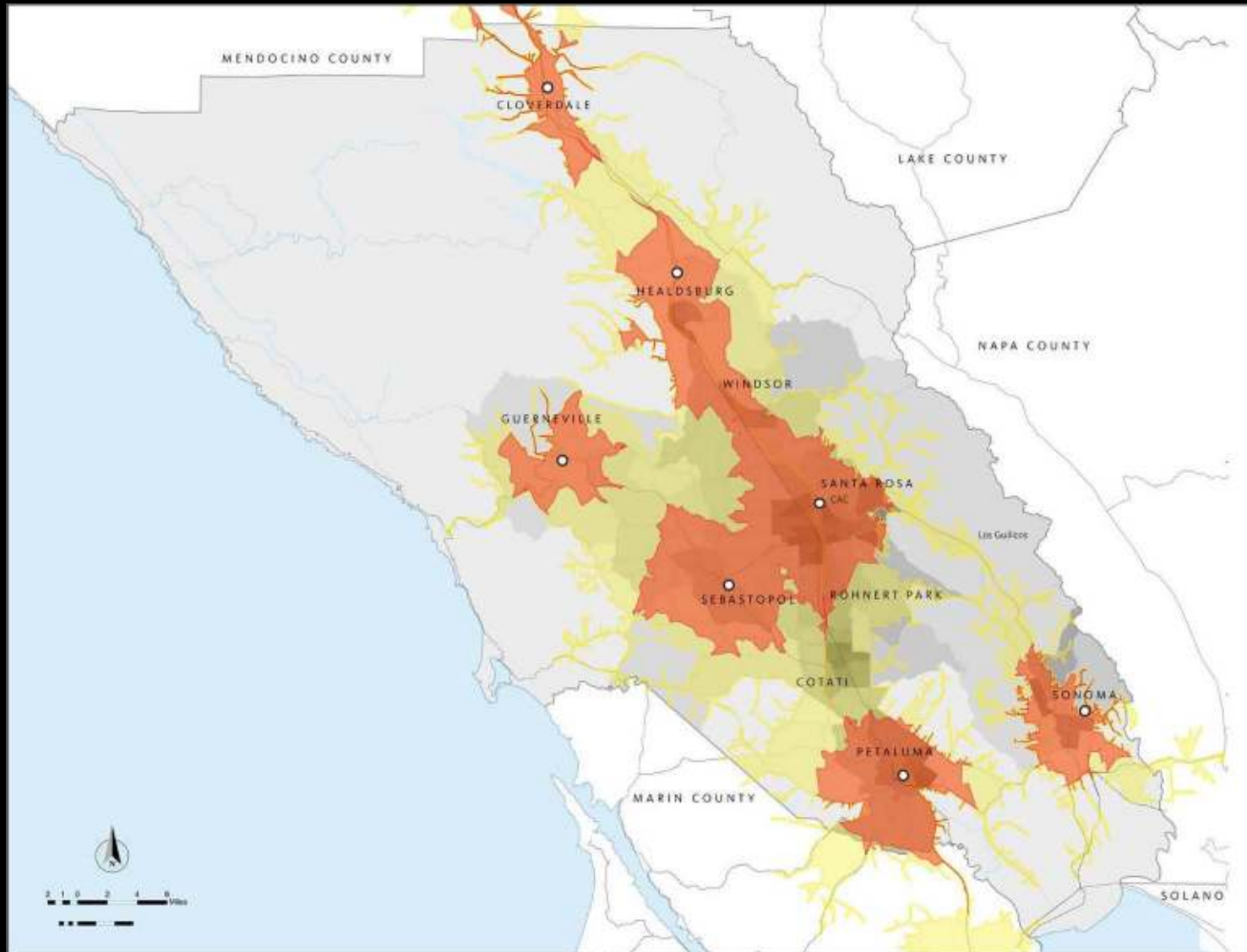


workforce



mobility

decentralized locations



for example,

veterans hall  
drop-in prototype

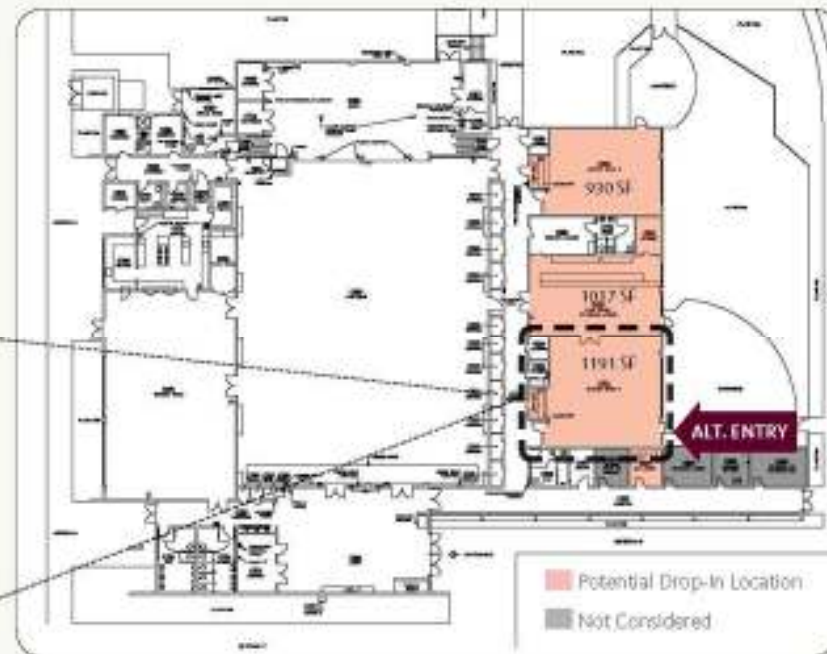
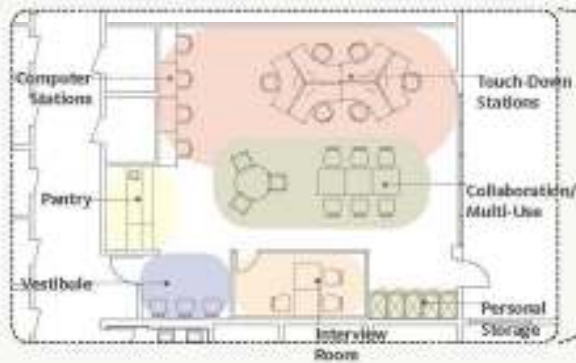
**PETALUMA VETERANS MEMORIAL HALL**  
1094 Petaluma Boulevard South, Petaluma

Potential Area:

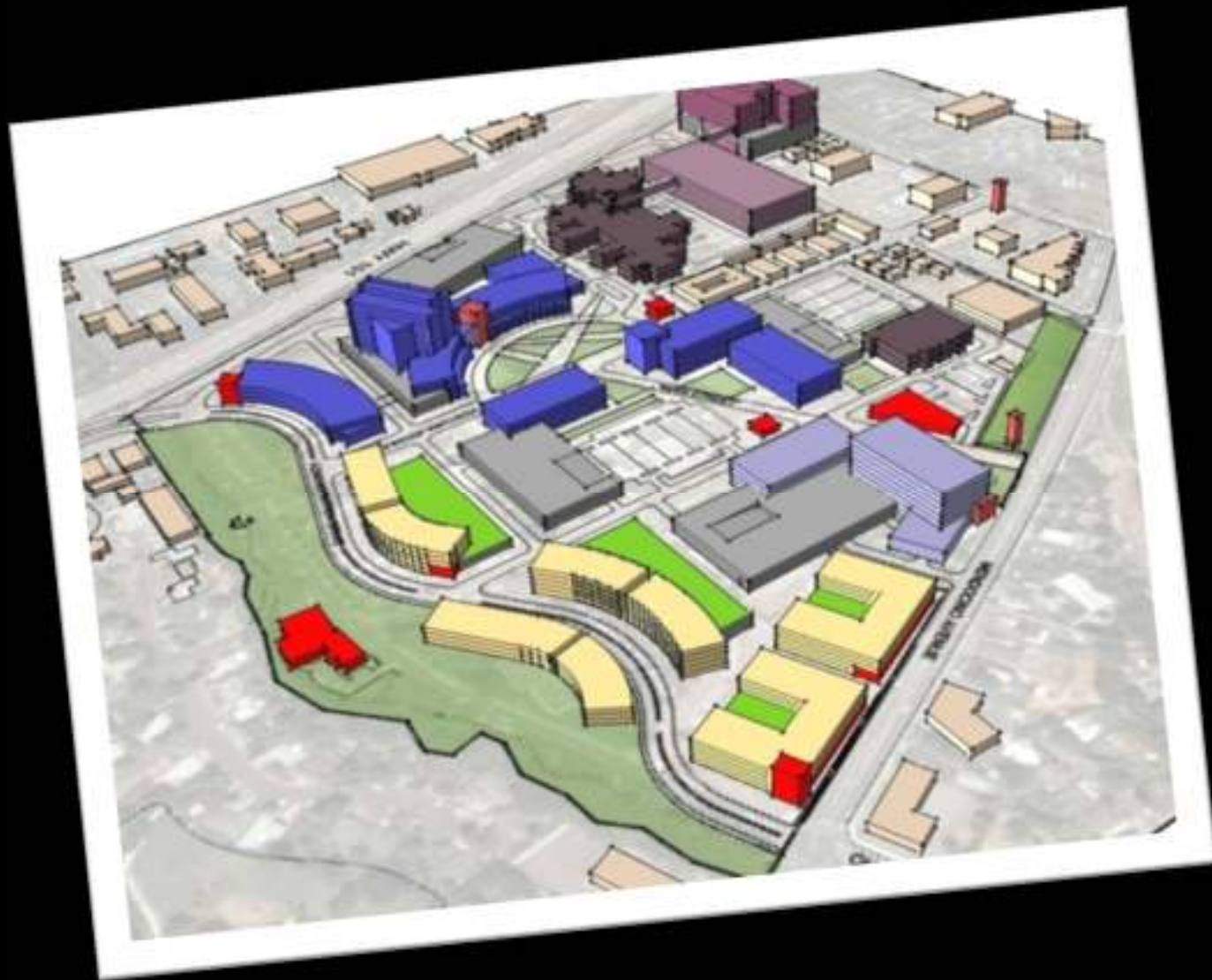
Meeting Room A (1,191 sq ft)

Current Decentralized Locations in Petaluma:

- Human Services - Mental Health/AODS
- Health Services - Public Health
- Agriculture Commissioner - Weights & Measures



# CGC phasing and logistics plan





Santa Clara COUNTY

former san jose city hall complex



u.s. army reserve center



re-use study

master plan

# PROJECT AREA



Santa Clara County  
Civic Center Master Plan  
August 6, 2013

Civic Center – Site



# POSSIBLE SITES



Santa Clara County  
Civic Center Master Plan  
[ENR] 25, 2012

Map of Potential Sites

market feasibility study

high-density infill development

transit-oriented development

developer feedback

write an ordinance

why?

flexibility



shows you are **s**erious

allows RFQ/RFP process

[lessons learned] so far...

flex.i.bility

know your county's needs

you have to spend money to  
make money.

you have to spend money to  
~~make~~ **save** money.

get **e**ntitlements. eliminate  
risks. increase **r**ewards.



RFQ/RFP do's and don'ts

know your goals and objectives

less is more

be concise

what else?

hire some experts

market your site

public investment means that the  
public entity captures a share of  
the projects “upside”



be flexible

don't waste time

need for leadership at the top

know your goals and objectives

Timing in the development cycle is critical. Don't get left behind.

don't forget to include  
everybody in the process.

the sooner you can involve  
everyone, the better.

for example,



the public

your neighbors

community organizations

preservation groups

internal stakeholders

public employees

developers

Additional pieces to the puzzle  
include the following...



write a check

why?

risk v. reward

be sure to do a market study

commission a feasibility study

request for...qualifications,  
proposals, and information

so, what's the take away?

Plans are worthless.  
Planning is essential.

Dwight D. Eisenhower



Make no little plans.

Daniel Burnham

and, most important of all...

Hope for the best.  
Prepare for the worst.

civic centers of the future



future Sonoma county civic  
center complex

not this





this



future Santa Clara county  
civic center complex

not this



this



[closing thoughts]



keep calm and carry on

**QUESTIONS?**

thank you

contact us

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