

Team summaries

Raimi + Associates

Lead and subconsultant roles

Firms	Roles as proposed	Representatives at interview
Raimi + Associates	Project management + land use + health + equity + sustainability + community engagement	Matt Raimi, Eric Yurkovich, Walker Wells
Perkins + Will	Urban design	Martin Leitner, Karen Altschuler
ESA	Environmental + CEQA	Kimiko Lizardi, Jay Ziff
HR&A	Economic and market analysis	Amitabh Barthakur
Nelson/Nygaard	Mobility	Jeffrey Tumlin
Sherwood Design Engineers	Civil engineering	(Name unknown)
Veronica Tam + Associates	Housing	Veronica Tam
Urban Systems	Smart cities technology	
Rally	Strategic marketing / messaging	Hillary Moglen

Project manager and deputy project manager qualifications

Matt Raimi, Principal-in-Charge + Project Manager

- Founded Raimi + Associates in 2006
- Twenty years of planning and project management experience in CA and DC
- Local plans include West Hollywood General Plan, Santa Monica LUCE, and LA and Riverside Counties' health plans

Erik Yurkovich, Senior Associate + Deputy Project Manager

- Joined Raimi + Associates in 2012
- Previous experience on climate change research and at Calthorpe Associates
- Specializes in land use, transportation, and climate action and adaptation planning

Schedule and budget

36 months to completion and \$1,999,835 budget

Interface Studio

Lead and consultant roles

Firms	Roles as proposed	Representatives at interview
Interface Studio	Project management + planning + urban design + engagement	Scott Page, Jamie Granger
Stoss	Landscape architecture	Lisa Hollywood
Fehr & Peers	Mobility + transportation	John Muggridge, Tom Gaul
Strategic Economics	Economics + market strategy	Derek Braun
Here LA	Urban design + planning + engagement	Amber Hawkes
Estolano Lesar	Planning + equity + economic development	Richard France
Katz & Associates	Strategic communications + public involvement	Joseph Clayton
Circlepoint / Michael Baker	Environmental + health planning + CEQA	
Sherwood Design Engineers	Engineering	
Barry Miller	General Plan expertise	
Ludlow Kingsley	Branding, identity, graphic / web design	

Project manager and deputy project manager qualifications

Scott Page, Principal + Project Manager

- Founded Interface Studio in 2004
- Nine years previous urban design experience in US and abroad
- Lecturer at University of Pennsylvania School of Design since 2006

Jamie Granger, Associate + Deputy Project Manager

- Joined Interface Studio in 2011
- Lead planner for GR Forward (Grand Rapids) and Ecoinnovation District Plan (Pittsburgh)
- Instructor at University of Pennsylvania School of Design since 2016

Schedule and budget

39 months to completion and \$2,028,601 budget