EXHIBIT A

MONTEREY COUNTY

BOARD OF SUPERVISORS

JANE PARKER, SUPERVISOR – FOURTH DISTRICT
2616 FIRST AVENUE, MARINA, CA 93933
EMAIL: Jane.Parker@co.monterey.ca.us PHONE: (831) 755-5044

February 9, 2015

Dear Friend,

It is my pleasure to announce that Monterey County has partnered with Dover, Kohl & Partners Design firm to support local cities and down town business associations in planning economically vibrant downtown centers. The Board of Supervisors approved and is offering a grant program to provide up to $10,000 in matching funds to cities and downtown associations that would like to contract with Dover, Kohl & Associates.

Dover, Kohl & Associates has a team of world-renowned experts in town-planning, urban design, market analysis, multi-modal transportation planning, sustainable urbanism, and environmental design ready to work with you. They are currently doing a design project for the Fort Ord Reuse Authority, so you may be able to meet some of them in person and check out their local work through the FORA website (www.fora.org/RUDG.html) The attached brochure summarizes a number of services, tailored to the $20,000 maximum funding, to meet the specific needs of your community.

I hope that you will take advantage of this opportunity to utilize this 50/50 County funding match to help build a more economically resilient, sustainable, walkable, and livable community for your residents and visitors.

To apply, submit a brief description of your project, explaining how the project will benefit downtown planning, and the source of City funding for the project to Dave Spaur at the County Office of Economic Development. Please contact Dave at 831-755-5390 or spaurd@co.monterey.ca.us for more information.

Sincerely,

Jane B Parker

Jane Parker
Monterey County Board of Supervisors

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Potential Services

Changes in the built environment can be controversial; we've found that education and a shared sense of authorship is key to creating consensus. The Dover-Kohl team has numerous techniques for building consensus and helping communities establish an implementable vision, form-based tools and design guidelines to steer future growth and decision-making.

The Mini-Charrette: On-Site Visioning & Master Planning

Approximate Fee: $20,000 to $25,000

- Three to four person team
- Focused Study Area
- Three to four day on-site workshop
- Day 1: Kick-off Presentation & Public Hands-on Design Session
- Day 2 - 3: Open Design Studio & Stakeholder Meetings
- Final Day: Work-in-Progress Presentation
- Vision Report

Sample focused Study Areas: Main streets in need of revitalization; open spaces in need of a redesign; focal civic buildings or iconic sites that need a concept plan and renderings.

Specific Plans, Street Designs & Renderings

Approximate Fee: $5,000 to $10,000

Political will and private capital follow inspiration. Bright, glowing renderings can help turn verbal goals like "a walkable, mixed use center" into a shared common vision of what it means and what it will take to accomplish such a goal.

But our work is more than a pretty picture, we work with the public and private sector to understand market realities and the benefits of the shared vision. We also help find small public investments or moves that will spark larger private investments.

Review of Plans: Design Guidelines, Plans & Codes

Approximate Fee: $10,000 to $20,000

The health of cities and towns depends more on place-based development than on big projects. What kind of places are your guidelines, plans and codes actually building? Do they correspond with the community's vision?

Our team can help augment your existing codes and ordinances with simple and clear graphic prescriptions for street standards, building height, how buildings are placed on sites, and how building elements are used to control development.

Speaking Engagements & Training

Approximate Fee: $5,000 to $10,000

Perhaps the best place to start is with a conversation about your community's future. Sessions can range from simple book presentations and signings to expert forums, focused on the concerns of your community, and facilitating conversations.

Implementation & Grant Identification

Approximate Fee: TBD Per Basis

We continue to work with communities past the planning stage; assisting in implementation and funding is key to implementation. Redevelopment strategies, in particular, are often most successful when carried out through partnerships. We can work with interested cities to determine potential federal, state and local funding opportunities, in addition to public-private partnerships.

What does your community want to be when it grows up?

Dover, Kohl & Partners team:

- Dover, Kohl & Partners
  Town Planning, Urban Design & Public Participation | doverkohl.com
- Alta Planning + Design
  Multi-Modal Transportation Planning
  altaplanning.com
- Helix Environmental Planning
  Environmental Analysis | helixepi.com
- Strategic Economics
  Market Analysis | strategiceconomics.com
- Notable Experts
  - Jeff Speck, AICP, CNU-A, LEED-AP, Honorary ASLA | jeffspeck.com
  - Bill Lennertz, National Charrette Institute | charretteinstitute.org

With our team, principal involvement is a given. Jason King will serve as the Principal-in-charge and *will* personally direct these projects. Other Principals and experienced staff from each sub-consultant firm will be involved in all phases of the work.

What did we miss?

We are especially interested in the success of Monterey County and look forward to working with you in whatever way we can help. We can work with you to find the best a way to meet your needs while also remaining within your budget.