

EXHIBIT A

SCOPE OF WORK

PHASE 1. OUTREACH

Task 1.1: Outreach Tools

The Page & Turnbull team will work with City Staff to provide outreach tools throughout the course of the project. The City will provide and manage a project page on the City's website or set up a separate website, and Page & Turnbull will contribute outreach material to include on the site. Page & Turnbull will prepare a Frequently Asked Questions document, which will be provided to the City to post on the website. Page & Turnbull will also work with the City to create a survey portal (using Survey Monkey, Google Forms, etc.) that can be accessed on the City's website that allows citizens to provide stories and cultural histories to inform the Historic Context Statement and suggestions for potentially historic properties and sites.

In addition, Page & Turnbull staff will participate in one (1) in-person "pop-up," which will occur at a location and time where high attendance is anticipated, such as a largely attended farmer's market or Art & Wine Festival. Page & Turnbull will assist City staff with preparing hand-out materials to have on hand at the pop-up, and we will be available to answer questions. This will also be an opportunity for citizens to submit stories and cultural histories to inform the Historic Context Statement and suggestions for potentially historic properties and sites.

Task 1.2 Workshop Materials

The Page & Turnbull team will work with City Staff to host two community workshops to which area residents, property owners, and other community stakeholders will be invited. We will coordinate with City Staff to develop the meeting and invitations format and create graphics for outreach materials for each of the two community workshops. In preparation for the workshops, City Staff will be responsible for identifying any specific individuals to invite, publicizing the workshops through community news bulletins, the city websites, social media, and other public notification methods, printing/sending invitations, maintaining the response list, securing meeting locations, providing language translation, and other logistics. Page & Turnbull will develop the content of the workshops, including presentation materials.

Task 1.3: Community Workshop #1: Introduction and Information Gathering

Community Workshop #1 will be held early in the project effort to inform the community about the project and the tasks involved, including educating the public about how these steps advance the City's historic preservation program. The purpose of the workshop will also be to gather information

from community members that may augment our formal research for the Historic Context Statement (HCS) and survey, and to facilitate a discussion about the significant historical themes of the city. Lastly, we will also seek early input about possible areas for improving the Ordinance. Since it is likely that the workshop will be conducted remotely, Page & Turnbull plans to use the Zoom meeting platform, including the Comment and Q&A features as well as Breakout Rooms. Through discussions with City Staff, we will determine the best methods for integrating remote participation, such as Mentimeter and/or hosting a Miro Board where members of the public can leave comments.

Task 1.4: Community Workshop #2: Public Review Draft HCS, Survey, Ordinance, and Register Feedback

After Page & Turnbull incorporates City Staff comments on the Administrative Drafts of the HCS and Ordinance framework into Public Drafts (see Phases 2 and 3 for more information), Page & Turnbull will host Community Workshop #2 to present the Public Draft HCS and Ordinance framework and receive feedback from members of the community. This workshop may be virtual or held in person. Comments received during Community Workshop #2 will be documented and added to the comments received from City Staff for incorporation into the Final Draft HCS and Ordinance. (Page & Turnbull and City Staff may decide that public comments may also be emailed to City Staff during the public comment period.) We anticipate that City Staff will coordinate the logistics for Community Workshop #2, similar to Community Workshop #1. This meeting will also present more detailed information about the Register and the benefits and requirements for owning a historic property (including design review and CEQA or Mills Act implications).

Task 1.5: Community Stakeholders, Focus Groups, and OHP

Page & Turnbull will participate in up to six (6) meetings with community stakeholders and citizen focus groups at various times during the project, as determined in consultation with City staff. This includes one (1) meeting with the Downtown committee. In addition, Page & Turnbull will interface with the California Office of Historic Preservation as needed, including possible email communication and one (1) meeting or conference call.

PHASE 2. HISTORIC CONTEXT STATEMENT

Page & Turnbull will develop a Historic Context Statement to guide the assessment of potential historic resources throughout Mountain View and create a framework for future preservation efforts in the City. The document will focus closely on the history of the built environment in Mountain View, and will identify important themes, patterns, trends, and property types that shaped the City's development. A discussion of eligibility and integrity thresholds for each property type will be a key component of the document. The document will be clearly organized for easy reference by planners and members of the public, and will be illustrated with photographs, maps, and other exhibits. The

document's format will follow the standards for historic context statements developed by the California Office of Historic Preservation (OHP).

Our work to complete the Mountain View Historic Context Statement will be conducted as follows:

Task 2.1: Review Existing Documentation

Page & Turnbull will review any previous reports, planning documents, or historic resource documentation about the City of Mountain View supplied by City Staff. This may include, but is not limited to, previous historic resource survey data, Historic Resource Evaluation reports, GIS data, and other relevant documents. Review of these materials will help focus our research and project efforts.

Task 2.2 Historic Research

Page & Turnbull will conduct historic research at local and online repositories as needed regarding the history and significance of the area. This includes, but is not limited to, the Mountain View Historical Association, Mountain View History Center at the Mountain View Public Library, Mountain View Planning & Building Department, Santa Clara County offices, San Jose Public Library California Room, and other relevant repositories. As mentioned above, Page & Turnbull will also gather information from area residents and property owners at the community workshop held at the start of the project.

Task 2.3 Windshield Survey

Page & Turnbull will conduct a windshield survey of property types in Mountain View in order to confirm development patterns, relevant historical themes, areas of potential historic resources, and architectural styles. Field work will include photography and notes, and the methodology will be summarized in the HCS.

Task 2.4 Historic Context Statement Outline

Based on the background review and survey results, Page & Turnbull will develop an outline for the HCS document. The outline will include the potential significant historic themes and subthemes, as well as likely property types associated with the themes. We will also recommend development periods for the HCS that best relate to the City's development history (likely up to approximately 1980). Page & Turnbull will submit the outline to the City for review and feedback.

Task 2.5 Write Historic Context Statement

Page & Turnbull will consolidate comments and information into a Historic Context Statement document. The historic context will summarize existing documentation, include a narrative history

of Mountain View's built environment and cultural landscapes, discuss significant historic themes, identify property types, establish eligibility standards and integrity thresholds for property types, and establish a framework and criteria for evaluating the significance and integrity of individual properties.

Based on our previous experience and Office of Historic Preservation (OHP) guidelines, we anticipate that the HCS will include:

- Title Page
- Table of Contents
- Executive Summary
- Project Background & Objectives
 - Definition of Geographic Area
 - Methodology & Research
 - Community Outreach
- How To Use This Document
 - Frequently Asked Questions
- Guidelines For Evaluation
 - Evaluation Criteria: National, State & Local levels
- Historic Context
 - Historical Overview
 - Relevant Themes and Periods of Significance
 - Associated Property Types (for each theme)
 - Eligibility Criteria & Integrity Considerations (for each property type)
- Selected Bibliography
- Appendices (such as a list of potentially eligible properties or properties to consider for additional study)

The Mountain View Historic Context Statement will be a working document, and drafts will be delivered as follows:

Administrative Draft HCS

- Submit to City Staff for review
- Receive and log comments from City Staff

Public Review Draft HCS

- Incorporate comments on the Administrative Draft HCS from City Staff into the Public Review Draft HCS
- Submit to City Staff for review and posting for public comment

Final Draft HCS

- Incorporate comments on the Public Review Draft HCS and the community into the Final Draft HCS

- Submit to City Staff for review and adoption by Environmental Planning Commission and City Council

Final Adopted HCS

- Incorporate any comments on the Final Draft HCS from Planning Commission and City Council
- Submit Final Adopted HCS

PHASE 3. UPDATED HISTORIC PRESERVATION ORDINANCE

The updated Historic Preservation Ordinance will provide the legal framework for recognizing, protecting, and managing changes to the City's historic resources. Page & Turnbull will review the existing ordinance and discuss with the City in a study session (see Phase 5) what issues and opportunities have already been identified with regard to the ordinance. Page & Turnbull will utilize information garnered from the public during Task 1: Outreach, as well as knowledge of best practices, current laws, and ordinances in comparable cities, to draft an updated historic preservation ordinance with procedures and criteria. Updates will include criteria and process for designating local historic districts and implementation of historic preservation incentives and may include various clarifications and updates to existing language and processes. Other updates may include adding integrity criteria to the designation criteria, and other updates based on current preservation planning best practices.

The Updated Historic Preservation Ordinance drafts will be delivered as follows, and will include rounds of comments and revisions similar to the HCS as described previously:

- Administrative Draft Updated Ordinance
- Public Review Draft Updated Ordinance
- Final Draft Update Ordinance
- Final Adopted Updated Ordinance.

PHASE 4. CITYWIDE SURVEY AND UPDATE TO THE HISTORIC REGISTER

Task 4.1: Pre-Fieldwork Research

Page & Turnbull will review the Mountain View Register of Historic Resources (Register), the Citywide survey completed in 2008, and National Register nomination forms. Page & Turnbull may also review the Office of Historic Preservation Built Environment Resource Directory (BERD) and other previous studies such as the General Plan EIR. As part of the development of the Historic Context Statement task, Page & Turnbull will review primary and secondary sources such as aerial and historical photographs, Sanborn Map Company fire insurance maps, and tract maps, which will additionally inform our understanding of citywide development for the purposes of the survey. This review of past survey data, historic evaluations, and archival materials will provide a baseline

understanding of the City's existing and identified historic resources and overall city development patterns, to inform Page & Turnbull's approach to survey fieldwork.

Task 4.2: GIS Database & Mobile Survey Application Setup

Page & Turnbull will utilize GIS parcel data provided by the City and/or County Assessor to map properties that will be surveyed and build a customized mobile survey application for use in the field with tablets or mobile devices. This data will provide baseline property information including Assessor Parcel Number (APN), address, and year built. We understand that approximately 120 properties will need to be resurveyed, and that approximately 10,000 parcels in the City have buildings constructed before 1973 (approximately 2,000 of which are located in older neighborhoods near Downtown). We will use the Fulcrum app for this project, as it can collect customized, geolocated cloud-based data that can be exported to easily update the City's existing GIS data.

Task 4.3: Reconnaissance-Level Survey

Page & Turnbull will undertake a two-tiered methodology for conducting the citywide historic resources survey and Historic Register update. We will conduct a reconnaissance-level survey of all age-eligible (at least 45 years old) properties, using the Historic Context Statement's evaluative criteria as the basis of evaluation. This reconnaissance survey will be undertaken as a street-by-street windshield survey of all approximately 10,000 age-eligible properties. The effort will inform the methodology and approach to the intensive survey, and during this reconnaissance-level survey, Page & Turnbull will identify potential historic resources and historic districts. We will then prepare a list and maps of potential historic resources and districts for review by the City and for discussion at a Study Session (See Phase 5) to inform the efforts of the intensive survey and documentation Task 4.4.

Task 4.4: Intensive-Level Survey

Page & Turnbull will conduct an intensive-level survey of all properties with existing DPR 523 forms from the 2008 survey, additional properties currently listed in the Historic Register, Area H of the Downtown Precise Plan (six blocks including and surrounding the 100 to 300 blocks of Castro Street), and all properties that appear likely to be eligible individual historic resources and historic districts during the course of the reconnaissance-level survey. This intensive-level survey will identify properties that may be added to or removed from the Historic Register and properties that are individually eligible for the California Register and/or National Register. The intensive-level survey will utilize the HCS evaluation framework and will require additional property-specific historic research in some cases. All properties included in the intensive-level survey for individual evaluation will be documented using a customized mobile survey application and database, which will allow Page & Turnbull to record the following relevant information to prepare survey forms:

- Digital photograph

- Assessor Parcel Number (APN)
- Address
- Year built
- Property type
- Architect or builder (if known)
- Architectural style
- Architectural features, materials, and alterations
- Assessment of integrity
- Development period and HCS significance theme
- Statement of significance
- List of character-defining features (if eligible)
- California Historical Resource Status Code

Page & Turnbull will prepare survey data forms for all properties surveyed during the intensive-level survey. California DPR 523 A, B, and L forms will be auto generated from a customized mobile survey application. These forms will include all data found in California DPR 523 forms with bullet-point architectural descriptions and a clear and concise record of historic information. Each form will include a statement of significance based on the development periods and themes established in the HCS and assessment of integrity. These forms will provide the information necessary to inform the City's project review and environmental review process and, where relevant, to inform individual property and/or historic district designation.

Potential historic districts identified during the reconnaissance survey (including the 100 to 300 blocks of Castro Street) will be studied during the intensive level survey. Each age-eligible property within the identified district will receive a DPR 523A form with architectural description information. The intensive level survey will identify contributors and non-contributors as well as district boundaries. This information, along with an associated map, will be included in the Survey Report (see Task 4.5). Since historic district evaluative criteria for the Historic Register will be included in the Historic Preservation Ordinance update in Phase 3, formal designation of any identified historic districts will follow approval of the ordinance update.

Task 4.5. Survey Report

The survey results and methodology will be synthesized in a written Survey Report. This document will identify project objectives, the properties surveyed, and will outline the research design. The report will conclude with the findings of reconnaissance and intensive surveys in a summary table, including recommendations on updates to the Historic Register. The Survey Report will include an Appendix with the survey forms prepared for eligible historic resources and districts. The findings of the Citywide survey, including information on eligible and non-eligible properties, will be consolidated into a spreadsheet and/or GIS shapefile for the purposes of updating the City's GIS database.

The Survey Report drafts will be delivered as follows, and will include rounds of comments and revisions similar to the HCS as described previously:

- Administrative Draft Survey Report
- Public Review Draft Survey Report
- Final Draft Survey Report
- Final Adopted Survey Report.

PHASE 5. STUDY SESSIONS

Task 5.1 Study Sessions with City

Page & Turnbull will organize and facilitate two (2) study sessions each with the Environmental Planning Commission and City Council, for a total of four (4) study sessions. The first study sessions will discuss the issues and opportunities that have been identified with regard to the Ordinance. The second round of study sessions will review the Public Draft HCS and Ordinance framework. At the study session, we will facilitate a discussion and elicit feedback for incorporation into the final deliverables. We will also share the findings of the Reconnaissance-level survey (Task 4.3) via a list and maps of potential historic resources and districts and discuss the findings to inform the efforts of the Intensive-level survey (Task 4.4). Page & Turnbull will be available to participate either virtually or in person, and we will prepare presentations with key information and graphics to facilitate the discussions.

PHASE 6. ADOPTION

Task 6.1 Final Historic Context Statement, Ordinance, and Updated Register

Once Page & Turnbull has submitted the Final Draft HCS, Ordinance, and Updated Register, City staff will bring the documents to the Environmental Planning Commission and the City Council for adoption. Page & Turnbull will prepare a presentation and attend one hearing each for the Environmental Planning Commission and the City Council. City staff will gather any final comments from Environmental Planning Commission members, City Council, or members of the public, and provide those in writing to Page & Turnbull for incorporation into the Final report.

PHASE 7. PROJECT MANAGEMENT

Task 7.1 Project Set-up

Page & Turnbull will execute the project contract and submit required documentation as needed. This task involves setting up the project accounting and other internal structures. Page & Turnbull will also prepare and send a draft Project Workplan and Schedule in anticipation of the Project Kick-off Meeting.

Task 7.2 Project Management

Project management will entail regular communication with City staff to coordinate upcoming milestones and issues to ensure that the project remains on schedule; internal review of all project deliverables; and budgeting, invoicing, and other management tasks throughout the project.

Task 7.3 Project Kick-off Meeting

Page & Turnbull's team will meet with the City of Mountain View staff at the start of the project to discuss roles and responsibilities, align expectations about format and content of deliverables, and confirm the project schedule.

ASSUMPTIONS AND EXCEPTIONS

Page & Turnbull's scope incorporates the following assumptions and exceptions:

- Task 1.1 - City Staff will be responsible for identifying any specific individuals to invite, publicizing the workshops through community news bulletins, the city websites, social media, and other public notification methods, printing/sending invitations, and maintaining the response list, rather than Page & Turnbull.
- Task 4.4 - Page & Turnbull will provide survey data forms auto-generated from the Fulcrum mobile survey application and database instead of DPR 523 forms.

BUDGET

Phase	Description	Fee Per Task	Total Hours	Staff Member	Page & Turnbull				
					Principal / Architect	PM / CRS	Arch. Historican	Arch. Historican	Arch. Historican
					Todd	Dikas	Simonson	Reiter	TBD
Hourly Bill Rate	\$ 260	\$ 170	\$ 120	\$ 115	\$ 110				
Outreach									
1	1.1 Outreach Tools				6	20	30	30	
	1.2 Workshop Materials				4	8	16	20	
	1.3 Community Workshop #1				4	8	16	20	
	1.4 Community Workshop #2				4	8	20	20	
	1.5 Community Stakeholders, Focus Groups, and OHP				14	14	20	20	
		Task hours per person			32	58	102	110	
		\$ 43,070	302	Task fee per person	\$ 8,320	\$ 9,860	\$ 12,240	\$ 12,650	\$ -
Historic Context Statement (HCS)									
2	2.1 Review Existing Documentation					2	6	6	
	2.2 Historic Research					2	20	24	
	2.3 Windshield Survey				-	2	8	8	
	2.4 Write HCS Outline				1	1	2	2	
	2.5 Write Draft Historic Context Statement				6	12	60	60	
	Administrative Draft HCS Submittal				2	2	2	2	
	City Staff Comment Period				-	-	-	-	
	Public Review Draft HCS Submittal				2	4	16	16	
	City Staff & Public Comment Period				-	-	-	-	
	Final Draft HCS Submittal				2	4	12	12	
	Final HCS Submittal				1	2	2		
		Task hours per person			14	31	128	130	
			\$ 39,220	303	Task fee per person	\$ 3,640	\$ 5,270	\$ 15,360	\$ 14,950
Update Ordinance									
3	3.1 Write Updated Ordinance Framework				4	10	32	32	
	Administrative Draft Updated Ordinance Submittal				1	1	2	2	
	City Staff Comment Period				-	-	-	-	
	Public Review Draft Updated Ordinance Submittal				3	4	8	8	
	City Staff & Public Comment Period				-	-	-	-	
	Final Updated Ordinance Submittal				2	2	8	8	
	Final Adopted Updated Ordinance Submittal					1	2	2	
		Task hours per person			10	18	52	52	
		\$ 17,880	132	Task fee per person	\$ 2,600	\$ 3,060	\$ 6,240	\$ 5,980	\$ -

4	Citywide Survey and Update to the Historic Register										
	4.1 Pre-Fieldwork Research					1	8	16	16		
	4.2 GIS Data & Mobile Survey App Setup					1	24	8	4		
	4.3 Recon Survey (10,000 buildings)					-	-	-	-		
	Windshield Survey of 10,000 buildings					1	4	40	40	40	
	Compile lists and maps for intensive survey						2	8	8	8	
	4.4 Intensive Survey					-	-	-	-	-	
	Conduct Fieldwork (assume max 300 individual properties and 500 historic district properties)					1	4	65	65	65	
	Conduct Property-Specific Research (assume max 300 properties)							166	166	166	
	Prepare Draft Survey Forms (incl peer review)						50	50	50	50	
	4.4 Write Survey Report					2	4	20	20	20	
	Administrative Draft Survey Report & DPRs Submittal					2	2	4			
	City Staff Comment Period					-	-	-	-	-	
	Public Review Draft Survey Report & DPRs Submittal					2	4	20	24	24	
	City Staff & Public Comment Period					-	-	-	-	-	
	Final Draft Survey Report & DPRs Submittal					2	4	16	20	20	
	Final Survey Report & DPRs Submittal					2	2	12	16	16	
					Task hours per person	12	78	433	433	429	
					Task fee per person	\$ 3,120	\$ 13,260	\$ 51,960	\$ 49,795	\$ 47,190	
		\$ 165,325	1385								
5	Study Sessions										
	5.1 Study Sessions with City (4)					12	12	24	12	2	
						Task hours per person	12	12	24	12	2
		\$ 9,640	62			Task fee per person	\$ 3,120	\$ 2,040	\$ 2,880	\$ 1,380	\$ 220
6	Adoption										
	6.1 Final HCS, Ordinance, and Updated Register					8	8	14	14	4	
						Task hours per person	8	8	14	14	4
		\$ 7,170	48			Task fee per person	\$ 2,080	\$ 1,360	\$ 1,680	\$ 1,610	\$ 440
7	Project Management										
	7.1 Project Set-up					1	3				
	7.2 Project Management					4	20				
	7.2 Project Kick-off Meeting					2	3	4	4		
						Task hours per person	7	26	4	4	0
		\$ 7,180	41			Task fee per person	\$ 1,820	\$ 4,420	\$ 480	\$ 460	\$ -
	Contingency (20% of budget)										
	Per Task Additional Services:										
	Public Hearing: \$2,500.00										
	Community Workshop: \$6,650.00										
	Study Session: \$2,400.00										
	Stakeholder/Focus Group Meeting: \$1,700.00										
	In-Person Pop-Up: \$4,150.00										
DPR Form for One Property: \$500.00											
		\$ 57,900				Task hours per person					
						Task fee per person	\$ -	\$ -	\$ -	\$ -	
E	Expenses										
	Fulcrum App Customization (DPR Forms)	\$ 3,000									
	Travel; mileage; parking; printing of drafts, incidental printing, materials, and services.	\$ 5,000									
	Total Fee & Expenses and Hours	\$ 355,385	2273								

