

**EXHIBIT A
STATEMENT OF THE WORK**

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NE Third Street Streetscape Plan (McMinnville, OR)

Phase A of the following scope describes work to be undertaken to kick-off a streetscape planning effort for NE Third Street between NW Adams and NE Johnson Streets in McMinnville, Oregon. Subsequent phases are loosely outlined here, with the understanding that their actual scoping will be included as the key activity of Task A6 (Project Chartering).

PHASE A: Project Definition, Visioning, and Chartering

The first phase of work will be to assess existing conditions and to engage with key stakeholders, decision-makers, and the general public on a visioning and chartering exercise that will set direction for the project moving forward.

TASK A1: Project Management

SERA's Principal-in-Charge and Project Manager will communicate with City of McMinnville staff as necessary over the course of the project to: capture client input; ensure technical feasibility, and; to track scope, schedule, and budget. City staff will be responsible for: handling meeting logistics, and; managing all internal, URAC, and stakeholder review of deliverables and for providing Design Team members with direction pertaining to revisions.

TASK A2: Existing Conditions Analysis

The SERA Team will assemble base information for the study area with assistance from the City of McMinnville. Base information will include both physical (map) data as well as existing plans and policies, which will be reviewed for relevance by SERA staff. The team will also tour and inventory the study area to gather additional information about existing conditions. SERA will synthesize this base information into a set of project base maps and a brief memo referencing plan sections relevant for the streetscape design work. SERA staff also will meet with City staff and key stakeholders (via a set of up to three (3) Focus Groups) to gain additional insight into the project area. (*Note: Additional and potentially necessary work not included in this scope: civil engineering assessment of the roadway, storm sewer, and other utilities; consulting arborist's tree assessment, and/or; architectural or structural analysis of adjacent buildings.*)

- Meeting(s):
 - Meeting with City staff
 - Up to three (3) Focus Group Meetings
- Deliverable(s):
 - Project Base Maps
 - Relevant Plan / Policy Memorandum
 - Focus Group Meeting Notes

TASK A3: Opportunities & Constraints Analysis

SERA Team members will document high-level opportunities and issues related to right-of-way, truck movements, stormwater, curb-cuts, intersections, building conditions / encroachments, utilities, public art, street trees, furnishings, public space, parking, loading, etc. This analysis will be provided in the form of an annotated diagram.

- Deliverable(s):
 - Opportunities & Constraints Analysis

TASK A4: Streetscape Ideas Report

SERA will prepare a Streetscape Ideas Report with photographs, drawings, and/or text descriptions of precedent streetscape design elements utilized in other communities that may be relevant to Downtown McMinnville and the overall goals and context of the NE Third Street project. The Streetscape Ideas Report also will include up to five (5) brief case studies of entire streetscapes from other communities with a “Main Street” of a size and scale similar to NE Third Street. This Report will be prepared in the form of a slide deck that can be presented to a range of audiences and/or printed out for distribution as necessary.

- Deliverable(s):
 - Streetscape Ideas Report

TASK A5: Initial Community Engagement

The SERA team will lead a series of initial engagement activities to orient decision-makers, stakeholders, and the general public to the project, and to work with them to set project Vision, Goals & Objectives, Design Principles, and Evaluation Criteria (see Task A6 below). These initial engagement activities will include a Walking Tour of NE Third Street, two joint Work Sessions for the Planning Commission (PC), City Council (CC), and McMinnville Urban Renewal Advisory Committee (MURAC), and two Community Forums. At the first Work Session and Community Forum, the SERA team will summarize the Existing Conditions and Streetscape Ideas material, and engage participants in an Opportunities & Constraints exercise. In the second set of sessions, SERA will facilitate interactive exercises to elicit input for the Project Charter elements.

- Deliverable(s):
 - Meeting Notes
- Meeting(s):
 - Walking Tour
 - Joint PC/CC/MURAC Work Sessions (2)
 - Community Forums (2)

TASK A6: Project Chartering

Concluding this work phase, and based on input from the previous community engagement activities, the SERA Team will prepare a draft Project Charter that establishes direction for the streetscape work moving forward. This Charter will summarize the public’s interest in the project via a Vision Statement, Goals & Objectives, Design Principles, and Evaluation Criteria. The Charter will also describe the streetscape work to come, via a draft project work scope, schedule, budget, and Community Engagement Strategy. The draft scope, prepared in conjunction with City staff, will include a clear breakdown of what streetscape elements are to be included or excluded in the planning and design effort.

- Deliverable(s):
 - Project Vision Statement
 - Goals & Objectives
 - Design Principles
 - Evaluation Criteria
 - Project Work Scope, Schedule, Budget, and Community Engagement Strategy