

THE ARROYO GUILD

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COMMUNICATIONS CONSULTANTS

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November 26, 2008

Ms. Cara McLane
Deputy Chief of Natural Resources and Planning
Mountains Recreation and Conservation Authority
570 West Avenue 26, Suite 100
Los Angeles, CA 90065

RE: Proposal for Professional Services for Arroyo Seco National Scenic Byway Grant

Dear Cara,

MRCA has been a key public agency for the designation and planning of the Arroyo Seco Parkway National Scenic Byway for many years now. The Arroyo Seco watershed has many inter-related projects that fall within the boundaries of the byway that can and will benefit from this federal program. Caltrans had made two successful grant applications to the Federal Highway Administration. These grants provide seed funding to create and administer the Arroyo Seco Parkway Byway Organization. As a State partner, MRCA has established a Co-operative Agreement with Caltrans to administer grants for the Arroyo Seco Parkway National Scenic Byway program and these grants, amended on June 25, 2008.

The Arroyo Guild is a professional consultancy that is located in the byway corridor with unique experience in its previous work on byway issues, the application to designate the Arroyo Seco Parkway as a National Scenic Byway corridor and its work on the consultant team who developed the Draft Corridor Management Plan for this resource. The Arroyo Guild respectfully submits this proposal to undertake the tasks involved to successfully complete and fulfill the approved scope of work outlined in the original grant application as follows:

Scope of Work

- Provide consultant time to fulfill the work responsibilities of the part-time director
- Administrative support to provide necessary information to MRCA for its grants administration work including coordination of in-kind services and grant matching requirements

Budget

Each of the two grants provided \$22,500 to cover the expenses associated with the part-time Director and the ongoing tasks of the byway organization. Therefore the total for professional services under this proposal would not exceed \$45,000.

Thank you for your consideration of this proposal. Please do not hesitate to call should you have any questions or require further information.

Respectfully submitted,



Nicole Y. Possert, Principal