

STATEMENT OF WORK No. 4

This Statement of Work No. 4 ("SOW") is entered into pursuant to the Master Consulting Services Agreement entered into effective as of February 28, 2022 (the "Agreement"), by and between Blue Zones, LLC ("Company" or "Blue Zones") and Urbworks, Inc. ("Consultant"). This SOW is subject to the terms of the Agreement, which are incorporated herein by reference.

1. **SOW Effective Date:** December 15, 2022
2. **SOW Term:** SOW Effective Date through March 31, 2023
3. **Description of Services:**

Conduct a Placemaking Design Charette to apply the best of design principles and practices to public spaces. Placemaking provides identity, meaning and life to each building, street, neighborhood and the city, by making these spaces vivid, authentic, recognizable and memorable. This approach will engage the public and essential stakeholders to develop concepts that will activate spaces, promoting health, cultural relevance and historical connections.

Marcy McInelly is required to supervise the work.

Tasks	Timeframe
Task 1. Project Kick-off Meeting - Discuss project goals, issues, availability of reference materials, work product expectations, communications protocols, and public outreach logistics	December 2022 - January 2023
Task 2. Develop Project Engagement Plan - Work with City staff to confirm a list of individuals, department, agencies, and organizations to coordinate with during the Linoberg design efforts.	January 2023
Task 3. Pre-Event Coordination Meetings - Two Zoom meetings are scheduled to prepare for on-site activities, confirm the run of show, and develop workshop materials	January 2023
Task 4. Pre-Event Coordination Interviews - Zoom interviews can be scheduled ahead of on-site activities with key stakeholders to identify strengths, opportunities, challenges and risks associated with the current use of Linoberg and to better understand perceptions.	January 2023
Task 5. Linoberg Activation 3-day Design Workshop & Open House - The project team will facilitate on-site events during a three-day site visit to include: Day 1: <ul style="list-style-type: none">o <i>Site Walking Audit</i>	Week of February 6th

<ul style="list-style-type: none"> ○ <i>Deliverable: Existing Conditions Photographs</i> ○ <i>Half-day Public Design Workshop</i> to present best practices, key principles, and possible design features. ○ <i>Deliverable: Photographs and preliminary ideas from community input</i> <p>Day 2:</p> <ul style="list-style-type: none"> ○ <i>Full Day Informal Open House</i> to encourage design development that will inform the renderings. ○ <i>Deliverable: Photographs and preliminary ideas from community input</i> <p>Day 3:</p> <ul style="list-style-type: none"> ○ <i>Interviews</i> with city staff and key stakeholders to understand opportunities and constraints. ○ <i>Vision Sonora / Planning Commission / City Council Presentation:</i> to present initial observations to the Vision Sonora Committee, Planning Commission and City Council. ○ <i>Deliverable: Opportunities & Constraints Presentation</i> <p>Task 6. Linoberg Activation Concept Development. Based on the feedback and on-site engagement, the project team will advance three concepts for the community to consider. Each concept will include:</p> <ul style="list-style-type: none"> ● Concept rendering with placemaking elements ● Explanation of the technical features ● Benefits and limitations associated with the concept ● Estimated costings for build-out of the option 	
<p>Task 7 [Contingent Task]. Concept Webpage & Survey Based on the feedback and on-site engagement, the project team will advance three concepts for the community to consider.</p>	One week after on-site event
<p>Task 8. Linoberg Activation Concept Plan The project team will finalize the three concepts into one document which includes:</p> <ul style="list-style-type: none"> ● Introduction & Process Overview ● Concept renderings (3) <ul style="list-style-type: none"> ○ Explanation of the technical features of each rendering ○ Benefits and limitations associated with the concept ○ Estimated costings for build-out of the option ● Concluding Thoughts & Next Steps ● Acknowledgments 	March 2023