

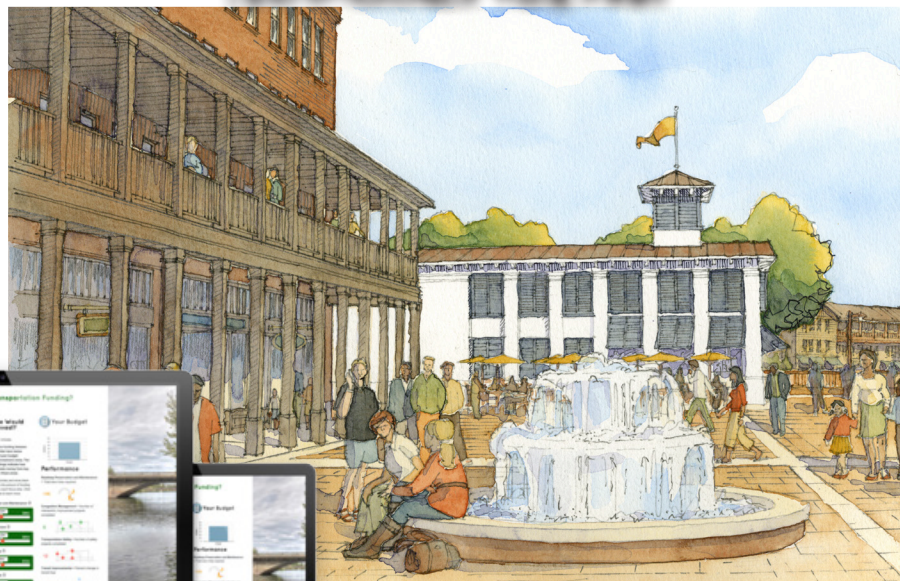
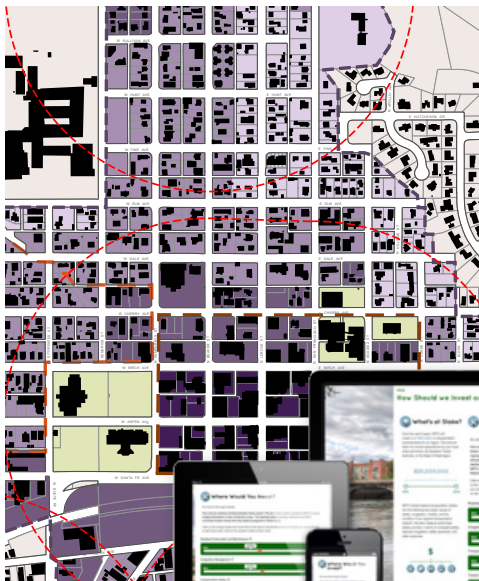


Work Plan, Schedule & Qualifications

Vallco Specific Plan

City of Cupertino

Opticos Design, Inc. | November 14, 2017



In 2007, Opticos became a founding B Corporation, establishing a triple bottom line of social, economic, and environmental responsibility.

Certified



Corporation™

Why Opticos?

City of Cupertino
10300 Torre Avenue
Cupertino, CA 95014
Attn: Aarti Shrivastava, Assistant City Manager

RE: Vallco Specific Plan

Aarti,

We are pleased to submit a work plan, schedule, and qualifications for the Vallco Specific Plan. We understand the challenge at hand and have composed a stellar team to deliver a successful process. I am going to jump right in and explain why I feel our team is uniquely qualified to deliver success for this project:

1. Our design approach is thoughtful and fine-grained, like brain surgery.

We often tell potential clients that we provide brain surgery while most of our competitors deliver general surgery in planning and urban design projects like this. It is clear to see that this project definitely needs the fine-grain level of a brain surgery to be successful.

2. We are not just doing form-based planning and coding, we are nationwide thought leaders on this subject.

Here are some highlights (see spread later in this packet for a more robust overview):

- We started writing Form-Based Codes 18 years ago and have completed or peer-reviewed over 60 codes
- We are authors of the definitive book on Form-Based Coding
- We were selected by *Planetizen* to teach several webinars on Form-Based Codes
- In addition to our domestic work, we recently partnered with Prince Charles' community foundation to write Gabon, Africa's first development code
- We regularly get calls from cities across the country (and world) for advice on their zoning and Form-Based Coding approach

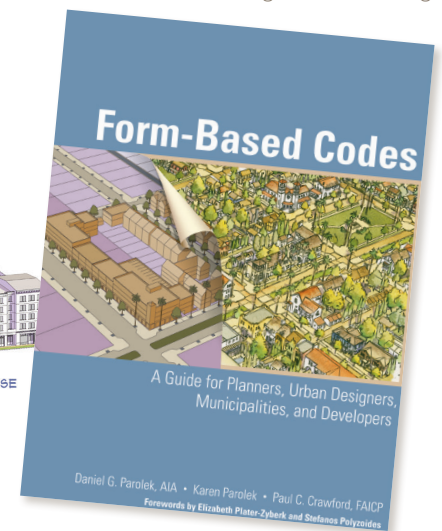
3. We are the only firm on your list that has an even balance of municipal and developer clients, and a portfolio of urban design and architecture projects.

Why does this matter? Because this project is going to need more than a future land use plan to get the community's support. It will need a detailed design vision that clearly demonstrates what the benefit is to the surrounding community. We have tackled similar design projects for developers, such as the conversion of the multi-million square foot

“Opticos is top-notch! Great public process, good project management, quality deliverables, and going beyond the work program to provide what is needed for a successful outcome.”

Scott M. Duiven
Senior Planner, City of Petaluma

Pictured: Opticos is known as a national thought leader in areas such as Form-Based Coding and Missing Middle Housing.



shopping mall in Forest Acres, South Carolina and various other mixed-use town center projects.

4. This team tackled a similar challenge at Pleasant Hill BART nearly 20 years ago and has worked together on many projects since then.

Nearly 20 years ago, after the second project was shot down by the community, we were part of a team that was brought into the Pleasant Hill BART Transit Village to create a vision and build community consensus for the project area. This process was so contentious and toxic that we had to have armed guards at the first charrette process. Our team successfully navigated the challenges and now you can see the built results of that community-supported vision. This team was led by Bill Lennertz, whom we have included on our team to lead outreach and communication.

5. We are collaborators, and the project will be a priority.

We bring an expertise to the table, but we are not full of ourselves. We know this process needs to be highly collaborative in working with the staff and major stakeholders. In addition, due to our small size, we are selective about working on projects that we know will have a large impact on a community and will serve as models for other communities to emulate. There is always a high level of principal participation to ensure only the highest caliber of work is provided.

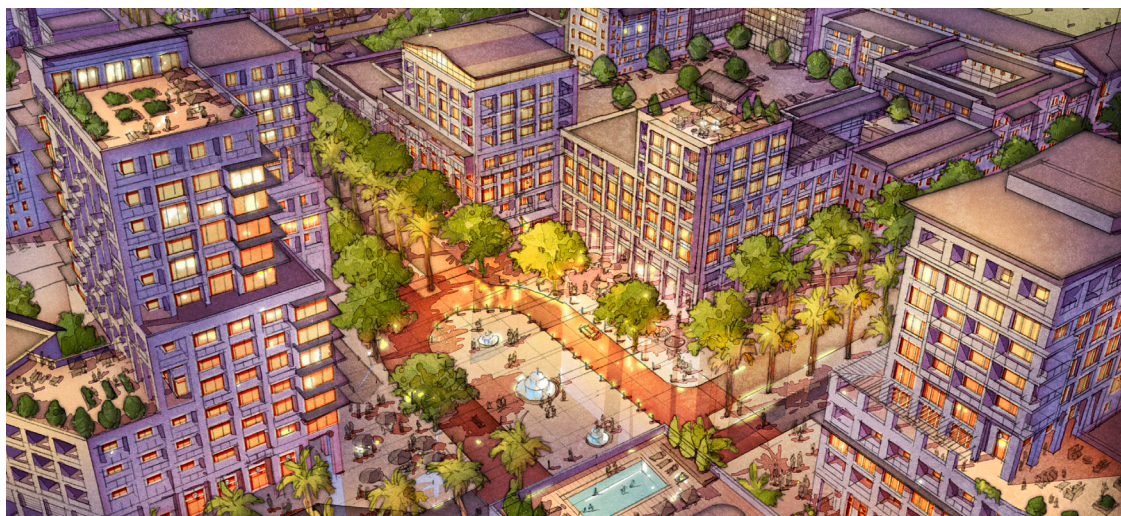
I would be happy to discuss this with you further and to answer any questions you have about our capabilities, team, or approach that is outlined in this document. Do not hesitate to email me at daniel.parolek@opticosdesign.com or call me on my cell phone at 510.367.3595.

Best regards,

Daniel G. Parolek

Daniel Parolek, Founding Principal
Opticos Design, Inc.

Above: A proposed mixed-use town center with high-quality, vibrant public spaces and amenities



Work Plan and Schedule: Vallco Mall Specific Plan

Cupertino, CA

COST: Not to exceed \$850,000

Task A: Finalize Project Schedule, Scope of Work and Budget

Purpose: To work with City Staff and arrive at the final scope of work, schedule and budget.

Deliverables from Opticos Team:

- Final Scope of Work, Schedule and Budget

Task B: Project Kick-Off and Review of Background Data

Purpose: To initiate the project and establish a working knowledge of all relevant information.

Deliverables from Opticos Team:

- Facilitate project kickoff meeting, participate in Site Tour
- Organization of Site Tour
- Background Info and GIS Request Memo
- Summary meeting notes from project kickoff meeting with City Staff
- Community/Stakeholder Engagement Plan
- Establish website and on-line engagement

Task C: Initial Site Analysis, Background Studies, Stakeholder Outreach and Engagement

Purpose: The following scope describes an accelerated collaborative project management and public involvement process resulting a feasible plan with community and stakeholder support. The Community's vision for the Project Site will be developed in a dynamic and inclusive design environment consisting of two design charrettes that build on the progress and consensus of each charrette. Before starting Charrette 1, the Opticos team and the City's subconsultants will prepare a set of coordinated analyses that provides a series of technical 'MRIs' for the project. This technical information will be used to understand the existing situation, establish a foundation of facts to build upon throughout the process, and begin communication with stakeholders and the community.

Deliverables from Opticos Team:

- Project Area Base Maps (draft and final)
- Site Analysis Diagrams
- Background Studies
- Fiscal Analysis Memo (draft and final)

- Existing Utility Infrastructure Memo (draft and final)
- Existing Transportation Analysis Memo, including section on TNC and AV's (draft and final)
- Parking & Transportation Demand Management Analysis memo (draft and final)
- Initial Public Workshop Presentations
- Community/Stakeholder engagement activities.
- Stakeholder interview notes

Task D: Initial Site Programming

Purpose: To work with City staff and the property owner as City decides is necessary to identifying the relevant range of design scenarios based on past efforts, General Plan direction, and any applicable state laws.

Deliverables from Opticos Team:

- Defined program parameters, with different approach scenarios for the project site
- Attend 3-4 meetings with City and other stakeholders as determined by the City
- Memo on the objectives and focus for Charrette 1 and/or public outreach generally

Task E: Master Plan Visioning and Preferred Alternatives Development (5-day Community Design Charrette 1)

Purpose: To develop feasible project design alternatives based on the scenarios developed in the In-house Working Session. The Opticos team will lead the charrette, engaging the community and stakeholders in the design process through a series of meetings or feedback loops over the 5-day Charrette. The charrette schedule will be designed specifically to promote broad community participation through a combination of multiple meeting and open studio times. Charrette 2 is described in Task G and will further develop the Charrette 1 direction after refinement in Task F.

Deliverables from Opticos Team:

- Facilitate 5-day Charrette 1
- Charrette 1 Outreach Materials (Flyer/Poster)
- Charrette 1 Open House Materials (Boards/Presentations)
- Charrette 1 Mid-Point "Pin-Up"/Open House
- Future ROI and Fiscal Analysis
- Wet infrastructure demand calculations for the charrette alternatives
- Wet infrastructure required upgrades for the charrette alternatives
- Stormwater runoff water-quality concepts for the charrette alternatives
- Mobility plan for the charrette alternatives
- Parking plan for the charrette alternatives
- Daily posting of updates on project website throughout Charrette 1
- Facilitate gallery presentation to community at 3 points during Charrette
- Charrette 1 Closing Presentation
- Charrette 1 Summary Memo

- Facilitate one phone meeting with City Staff to discuss Charrette Summary Memo
- The Opticos Team will work with City Staff daily to keep them informed of charrette activities, issues and progress.

Task F: Preferred Alternative & Vision Refinement

Purpose: To refine the work from Charrette 1 and the primary project features of the preferred alternative to understand what needs to be studied further in preparation for Charrette 2.

Deliverables from Opticos Team:

- Memo on direction for refinements
- Facilitate meetings (up to 8)
- Memo on resulting direction for Charrette 2

Task G: Finalize Vision for the Specific Plan (4.5-Day Design Charrette 2)

Purpose: To work with the community on refining the results of Charrette 1 and the subsequent direction from the Planning Commission and City Council to further develop the preferred alternative through feedback loops. The 4.5-day, multi-disciplinary charrette will be facilitated by the Opticos Team to enable the City to engage the diverse community and stakeholders in the Project Site and generate the preferred alternative and its key features and details.

Deliverables from Opticos Team:

- Facilitate 4.5-day Charrette 2
- Charrette 2 Outreach Materials (Flyer/Poster)
- Charrette 2 Open House Materials (Boards/Presentations)
- Charrette 2 Mid-Point “Pin-Up”/Open House
- Future ROI and Fiscal Analysis
- Wet infrastructure demand calculations for the preferred alternative
- Wet infrastructure required upgrades for the preferred alternative
- Stormwater runoff water-quality concepts for the preferred alternative
- Mobility plan for the preferred alternative
- Parking plan for the preferred alternative
- Daily posting of updates on project website throughout Charrette 2
- Facilitate gallery presentation to community at 3 points during Charrette
- Charrette 2 Closing Presentation
- Charrette 2 Summary Memo
- Facilitate one phone meeting with City Staff to discuss Charrette Summary Memo
- The Opticos Team will work with City Staff daily to keep them informed of charrette activities, issues and progress.

Task H: Specific Plan Administrative Draft Preparation

Purpose: To distill the community's vision, direction and details into a compelling, user-friendly and concise Specific Plan document that guides decision-making and implementation.

Deliverables from Opticos Team:

- Approach Memo (draft and final)
- Administrative Draft Specific Plan
- Optional Task: Screencheck Public Review Draft Specific Plan
- Facilitate 2 meetings with City Staff and 2 meetings with the Planning Commission
- FBC training: up to four, 3-hour sessions

Task I: Specific Plan Public Review Draft Preparation

Purpose: Prepare the Specific Plan Review Draft

Deliverables from Opticos Team:

- Public Review Draft Specific Plan
- Logistics and presentation materials for Planning Commission and City Council meetings
- Facilitate Planning Commission and City Council hearings (2 total)
- Electronic Files of the Specific Plan, upon completing subtask I.5.

Task J: Project Management

Deliverables from Opticos Team:

- Brief meeting agenda/checklist with key discussion items noted and action items for weekly teleconferences or GoTo Meetings with City's project manager
- Provide City Staff with phone meeting call-in information
- Preparation and distribution of bi-weekly project status reports to the City's project manager

Faces of the Team



Daniel Parolek, AIA

Founding Principal
Opticos Design, Inc.

“The Middle Man”

Daniel is an architect and urbanist who is passionate about working with cities and towns of all sizes around the world to create vibrant, urban visions that reinforce the unique character of a place and that support local economies.

The thought leader is a regarded expert in Missing Middle Housing, which intelligently responds to the dramatic shift in demand for walkability, changing household demographics, and affordable housing options. (A recent *Next City* article referred to Daniel as “that guy” who coined the term.) Dan’s noteworthy Missing Middle projects include Santa Fe GreenWORKS Courtyard Housing, which received a CNU Charter Award Honorable Mention and a *Green Builder* magazine award, and a collection of mews townhouses in Daybreak, Utah, which reinvents the traditional townhouse floor plan by literally turning the plan on its side.

Daniel is also at the forefront of rethinking the way we zone our communities to foster more compact, walkable, and vibrant places. In 2007, he co-authored the book *Form-Based Codes*, which describes and demonstrates a new way of regulating walkable places through building form over use. He is a founding board member of the Form-Based Codes Institute, an organization dedicated to reforming zoning to remove barriers for urban development, and a board member of TransForm, which promotes walkable communities with transportation choices to connect people of all incomes to opportunity.

Daniel’s innovative zoning work has resulted in projects worldwide that have and continue to transform communities small and large. In 2013, as part of a larger sustainable growth strategy in partnership with the Prince’s Foundation for Building Community, he wrote the first development code for Gabon, Africa, which won APA’s 2016 Pierre L’Enfant International Planning Achievement Award. He also worked with the City of Cincinnati to create a citywide Form-Based Code and implement a Comprehensive Plan vision for the thriving re-urbanization of 42 neighborhoods. (The project won the 2014 CNU Charter Award Grand Prize.) Dan is currently collaborating with Austin, Texas on CodeNEXT, a large-scale effort to rewrite the city’s existing Land Development Code.

His love of good design and great places comes from a childhood spent roaming the small town of Columbus, Nebraska, on his bike. As Founding Principal, Daniel has overseen the firm since its start in 2000.

Education

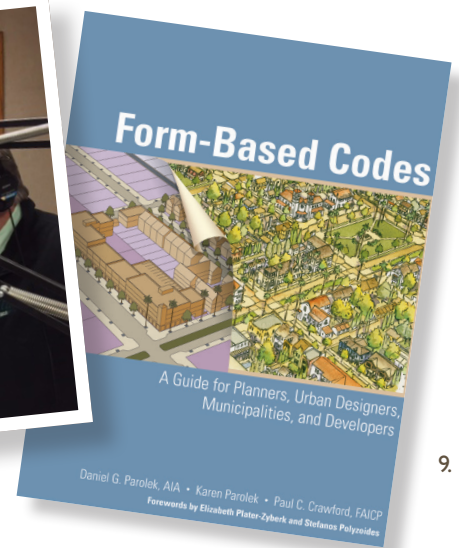
- Master of Urban Design
University of California, Berkeley
- Bachelor of Architecture
University of Notre Dame
- Knight Fellow at the University of Miami

Relevant Project Experience

- Sonoma Boulevard Specific Plan, Vallejo, CA
- Downtown Oakland Specific Plan, Oakland, CA
- Midtown at Forest Acres, Forest Acres, SC
- Norman City Center Plan, Norman, OK
- Downtown Mixed-Use Master Plan, Benicia, CA
- Downtown (TOD) Plan, Civic Center Design, and Form-Based Code, Mesa, AZ
- Paso Robles Town Center Specific Plan, Paso Robles, CA
- SMART Station Areas Master Plan, Petaluma, CA
- Bayfront Master Plan and Form-Based Code, Hercules, CA

The Buzz

Over the air and in print, Daniel Parolek is a sought-after thought leader and resource for the media. You can hear a recent podcast interview here: http://insightadvertising.typepad.com/insight_on_business/2016/12/housing-trends-missing-middle-housing.html



Faces of the Team



Karen Parolek

Principal
Opticos Design, Inc.

Karen Parolek helped launch the field of information architecture and she applies her expertise in communication, usability, and information advocacy to her work at Opticos. Well-recognized for her work, she has spearheaded cutting-edge initiatives to create smarter and more sustainable corporations, spoken at national conferences, and consulted with international organizations. Her unique mix of skills in graphic design, information design, and architecture—combined with her aptitude for computers and engineering—lend themselves to her ability to make things easier to use, clearer to understand, and more accessible to everyone.

Education

- Bachelor of Architecture, Magna Cum Laude, University of Notre Dame

Relevant Projects

- Downtown Nashville Form-Based Code, Nashville, Tennessee
- Downtown Mixed-Use Master Plan and Form-Based Code, Benicia, California
- Waterfront Master Plan and Form-Based Code, Hercules, California



Mitali Ganguly, AICP, LEED ND

Associate
Opticos Design, Inc.

Through over 12 years of her professional career, Mitali has maintained a commitment to designing beautiful, context-sensitive spaces and places for people of all backgrounds and walks of life. For her, the key to urban design is process: understanding each context in depth in order to create elements that make a place unique. As a project manager, her roster of projects spans the micro and macro—from buildings to neighborhood plans to regional studies and strategies. The urbanist has built a reputation as a thought leader in small-scale Transit-Oriented Development, and she has focused recent research on changing demographic trends shaping the suburbs of today—and the future. When not putting pen to paper designing or shepherding around her kids, Mitali enjoys exploring new Bay Area neighborhoods on bike or on foot. She also is a frequent New Story volunteer, contributing to disaster relief efforts and supporting relocated communities.

Education

- Master of Design Studies, Urban Development & Real Estate Graduate School of Design, Harvard University
- Master of Architecture, S.P.A., New Delhi
- Bachelor of Architecture, S.P.A., New Delhi

Relevant Projects

- Concord Naval Weapons Station Reuse Master Plan, Concord, CA
 - Saltworks Plan, Redwood City, CA
 - Alameda Point Concept Master Plan, Alameda, CA
- *Projects prior to joining Opticos*



Tony Perez

Director of Form-Based Coding
Opticos Design, Inc.

With over 28 years of planning experience—12 as a public sector planner, and the past 16 years as a consulting professional writing Form-Based Codes—Tony is an expert at working with communities to establish and translate policy direction into clear and implementable development standards. His experience in the public and private sectors provides his clients with both sharp focus and broad perspective to ensure that the standards articulated are capable of implementing the policies and delivering the expected visions.

Education

- B.S. Urban and Regional Planning
Cal Poly Pomona

Relevant Projects

- Vallejo Citywide Code Update with Code Diagnosis, Vallejo, California
- Sonoma Boulevard Specific Plan, Vallejo, California
- Doheny Village Form-Based Code, Dana Point, California

Opticos Design, Inc.

Faces of the Team



Bill Lennertz

Consultant

Collaborative Design + Innovation

Bill Lennertz is a nationally respected city planner and urban designer who builds capacity for collaborative by design and transforms how people work together. He is a founder of the National Charrette Institute and the principal author and lead instructor of the renowned NCI Charrette System™, the first structured process for design-based collaborative planning. Through his curriculum development, teaching, publishing, and built work, Bill has developed a proven methodology that accelerates vision to implementation. His integrative approach solves complex problems by harnessing the talents and energies of all interested parties to co-create and support a successful outcome.

Since co-founding the non-profit NCI in 2001, Bill has been a leader of the art and science of collaborative design for creating healthy communities. He has educated thousands of community planners, including top staff from national organizations. With NCI and throughout his career Bill has managed numerous built projects. At the end of 2016, Bill orchestrated the acquisition of NCI by Michigan State University. In doing so he transitioned from NCI Director to part-time faculty, remaining in Portland as a consultant with CDI.

Relevant Projects

- Memphis Fairgrounds Site Redevelopment, Memphis, TN
- City Center Plan, Norman, OK
- Arapahoe Square Neighborhood Plan, Denver, CO

Education

- Master of Architecture in Urban Design, Harvard Graduate School of Design
- Bachelor of Architecture, University of Cincinnati

Professional Affiliations

- American Planning Association
- American Institute of Architects
- Congress for the New Urbanism

Bill Lennertz/Urban Interactive Collaboration: Memphis Fairgrounds Site Redevelopment

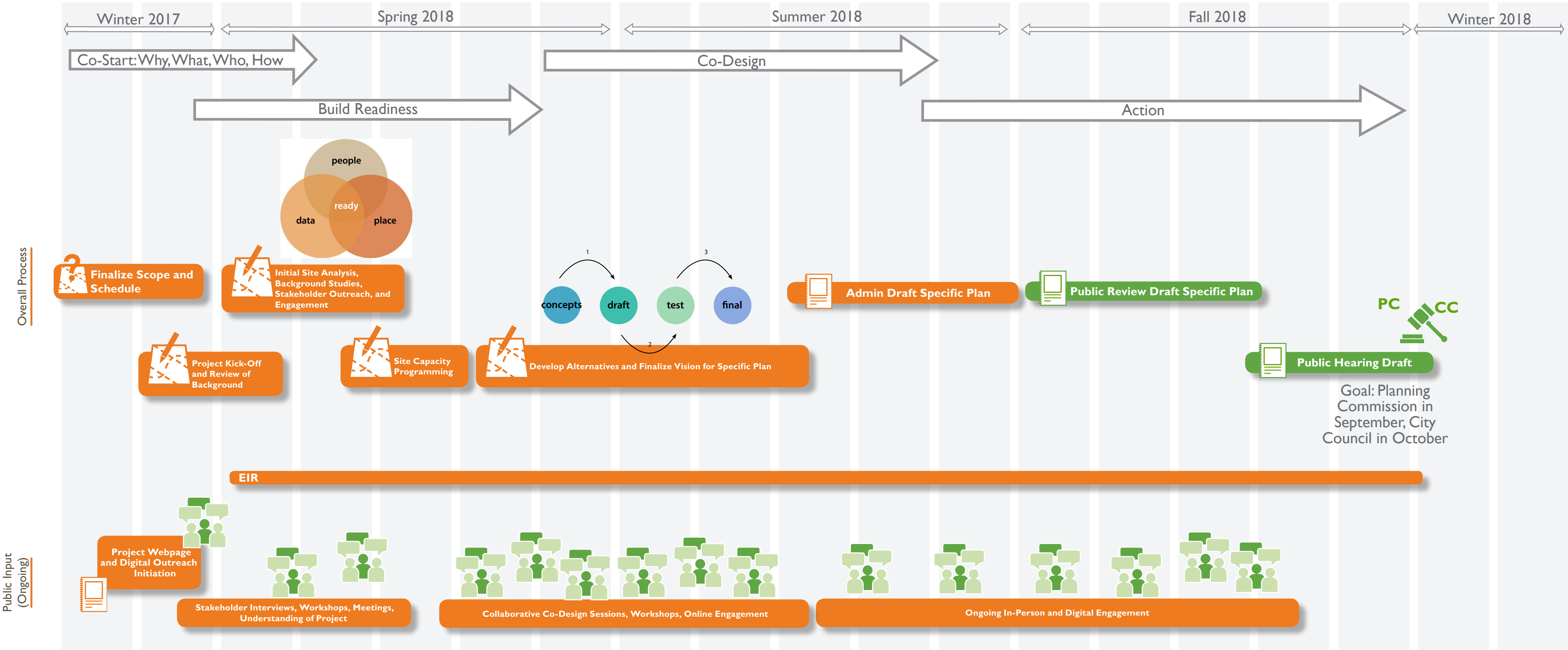
Urban Interactive Studio and the National Charrette Institute (Bill Lennertz) recently supported the City of Memphis in engagement efforts related to the redevelopment of the iconic Fairgrounds site. The city set a high bar for public participation to ensure that all voices were heard in the process of identifying how the space should be used going forward.

To provide opportunities for public comment, several consultant teams came together to share their respective expertise. NCI, in cooperation with PlaceMatters, hosted citywide community meetings, and UIS provided an EngagingPlans platform that supplemented the meetings by providing input opportunities online.

As a result of these collaborations, the team collected more than 600 community responses on the Fairgrounds Survey, with more than 50% of those submitted via the EngagingPlans site. In particular, Memphis saw markedly more responses from young people in their late-20s and early-30s online than in person, giving the project team a more comprehensive look at community preferences than they might have had using only traditional engagement methods.

UIS also provided an Idea Wall app to offer an online alternative to the traditional Post-It and flipchart brainstorming method that was used at community meetings. Without needing to be present at the meetings, users could submit ideas directly on the site and via SMS or Twitter hashtag. More than 200 suggestions were made.

Vallco Specific Plan Timeline



Downtown Oakland Specific Plan

Oakland, California: In partnership with Dover Kohl & Partners



Creating a Dynamic Vision for Downtown Oakland

Opticos is providing urban design and planning services for Plan Downtown Oakland to set forth the community's vision for reinforcing downtown's vibrancy to benefit the entire city and region. Plan Downtown Oakland focuses at an incremental level on urban design by way of neighborhood character, community building, variety and returning public spaces back to the people, while also proposing grand interventions.

Grand interventions are more difficult to implement today, requiring the need to think big and small for capital improvements and development. Plan Downtown Oakland presents an assortment of solutions, such as building upon the DNA of neighborhoods, generating a vibrant public realm, providing a range of building types, expanding safe, comfortable bike infrastructure, and converting I-980 from a highway into a boulevard. With affordability and equity at the forefront, Plan Downtown Oakland also lays out strategies to manage growth without displacement by focusing infill

development on vacant, surface parking and underutilized lots.

Opticos is part of a multidisciplinary team led by Dover, Kohl & Partners. Downtown is composed of eight distinct neighborhoods and, as part of the team, Opticos has focused on three of these eight. We are also playing an integral role in the overall urban design framework, plan goals, public realm design, growth scenarios, and design of building types that are compatible in scale and form to the existing building fabric.

The public process to produce the Specific Plan began in the fall of 2015 with a series of community workshops designed to gather stakeholder input and identify the most important planning issues. Workshops were followed by an intense, ten-day community design charrette that produced vision plans for downtown. Post-charrette, the conversation has continued by way of small group meetings, workshops and an online forum.

Above: A downtown-wide 3-D model was an important tool used to study the future built out scenarios and communicate to the community.

Status: Ongoing

Size & Scale:
Neighborhood

Sonoma Boulevard Specific Plan

Vallejo, California



Crafting a Concise, Highly Graphic, and Effective Specific Plan

Opticos is leading a multidisciplinary consultant team to assess and synchronize past and current planning efforts along a 1.8-mile portion of Sonoma Boulevard/State Route 29 in Vallejo, and refine them to create a Specific Plan. Created in parallel with an update to the Vallejo General Plan, the process has included a detailed development capacity assessment, design and visioning for key opportunity sites, and development of form-based design standards and implementation strategies.

Guided by a Specific Plan Working Group and City staff, the project utilized a pair of multi-day design charrettes to develop a detailed vision for the corridor and characterize ways in which development can be incentivized on an incremental, lot-by-lot basis that maximizes short-term impact and creates catalytic results.

Status: Project Initiated 2013; Adopted 2017



Above: The plan describes coordinated public realm improvements to Sonoma Boulevard and the ways in which private development can capitalize on such improvements to create a vibrant and revitalized corridor.

Below: A series of Form-Based zoning districts were developed to establish a clear physical intent for the corridor.

Midtown at Forest Acres

Forest Acres, South Carolina



Transforming a Suburban Mall to a Village Center

Large-scale redevelopment vision to convert an existing shopping mall into a thriving mixed-use urban center.

The goal for this site was to build a regional center of activity for the suburbs east of Columbia, SC. A long main street, dense mid-rise housing, live/work lofts, and new civic structures for the local government were all part of the extensive program. A detailed Form-Based Code and architectural guidelines ensured high-quality development consistent with the vision.

Including structured parking, the total build-out was expected to exceed 3.5 million square feet with over 750 residential units, 73,000 square feet of retail, and parking for 3,200 cars.

The phasing was meticulously planned to enable this dramatic transformation. Consolidating the patchwork of paying tenants, working within the framework of existing infrastructure, and maximizing the project's viability throughout construction were just a few of the many considerations. Computer modeling was a crucial tool in optimizing the staging of this complex three-dimensional design solution.

Size & Scale: 32 acres

Top Left: Aerial view of proposed development after completion.

Top Right: Aerial view of existing mall and parking structure.

Right: Careful thought went into phasing both in terms of placemaking and economic viability.



Phase I



Phase 2



Phase 3



Bayfront TOD Master Plan and Entitlement

Hercules, California



Transforming a Former Dynamite Plant Site into an Urban Neighborhood

From 2006 to 2008, Opticos provided master planning and entitlement services for the 40-acre Hercules Waterfront. The Plan and Form-Based Code organize over 1,200 units and 250,000 square feet of mixed-use space into three distinct, walkable neighborhoods oriented to a multimodal transit station serving the Amtrak Capitol Corridor and ferry service to San Francisco. The Plan was the second in the United States to achieve LEED-ND "Stage 1" Gold Certification.

Achievements:

- Gold Nugget Award
- Designated by Strategic Growth Council as a Catalyst for Sustainable Growth
- Achieved LEED ND Stage I Gold Certification
- Endorsed by the Greenbelt Alliance as an example of High-Quality Infill Development



Top: Regulating plan for Hercules Bayfront. The plan includes a mixed-use retail and commercial district along the waterfront and a series of distinct neighborhoods that integrate a range of housing types, from townhomes to mid-rise condos.

Above: View down Bayfront Boulevard, illustrating the multimodal station that will provide Capitol Corridor rail service and a new ferry.

SMART Station Areas Master Plan

Petaluma, California



Creating a Series of “Theatrical Events” to Link the New Station to the Downtown Core

Funded through a Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments’ (ABAG) Station Area Planning Grant, this plan and SmartCode seeks to increase transit ridership by maximizing the potential for Transit-Oriented Development around current and future transit stations. Opticos led a multidisciplinary team to complete a Station Area Master Plan (SAMP) for two planned station areas along the Sonoma-Marin Area Rail Transit Line (SMART) within the City of Petaluma, CA.

The project included:

- Completion of two, three-day charrettes where most of the designs were created; the full multidisciplinary team participated, working in an on-site studio
- Incremental Transit-Oriented Development strategy to address short-term economics
- A detailed design/vision plan established the basis for a land use plan and more clearly articulated the vision to the community
- Macroscale mapping and analysis to understand the context of the site and transitions to and from it
- Rewrote the SmartCode, which was the first adopted SmartCode in the country, to clarify and simplify it for users
- Created Station Area Plans for a downtown and a suburban station with the same detail as a Specific Plan
- Detailed microscale analysis to study lot conditions, lot size, building types to inform the vision, and the Form-Based Code



Status: Adopted June 2013

Size & Scale: Station Area

Award: 2014 California
APA Award of Merit,
Comprehensive Plan – Small
Jurisdiction

“Opticos is top-notch: Great public process, good project management, quality deliverables, and going beyond the work program to provide what is needed for a successful outcome.”

Scott M. Duiven, Senior Planner,
City of Petaluma