July 17, 2013

Sacramento Area Council of Governments  
Attention: Gregory Chew  
1415 L Street, Suite 300  
Sacramento, CA 95814

Re: Pre-Submittal Letter/Community Design Application

Dear Mr. Chew:

I am pleased to notify you of the City’s intent to submit a Category 3 planning grant to help us complete the community planning, urban design and economic optimization study that will allow us to implement the Marysville Bounce Back Initiative. The project is in the planning phase and the City is seeking to assemble funding for the consulting work which will lead to a set of strategic plans for the economic rejuvenation of five target districts in the city, and the mobility integration of those districts to heighten walkability and encourage expanded live-work opportunities.

Grant Management
I will be the grants manager for the project. I have considerable experience in managing federal economic development and public works grants, and I am managing the overall Bounce Back project, involving local share funds and potentially other highway grant funds. My contact information is:

Phone: 530-749-3901  
Fax: 530-749-3992  
E-mail: wmunchheimer@marysville.ca.us  
Postal: 526 C Street  
Marysville, CA 95901

In the event SACOG requires additional grant management, Yuba-Sutter Economic Development Corporation, of which the City is a member agency, will provide the additional capabilities.

The Project / Use of Community Design Funds
The City of Marysville is requesting $100,000 in Community Design, Category #3 non-competitive funds to help fund an economic rejuvenation and community walkability study, known locally as the Marysville Bounce Back Initiative (Bounce Back). The ultimate purposes of Bounce Back are: (1) to identify strategies for the economic revitalization of five specific commercial districts within the city;
(2) to determine how two major state highways that traverse the city (SR 20 and SR 70) present advantages and disadvantages to our economic revitalization and how their adverse impacts can be minimized to create more tightly integrated neighborhoods and capitalize on the community’s compact size to promote walkability; and (3) to give the community the vision and tools it needs to carry the results of Bounce Back over into an updated General Plan which will follow the completion of this project. If the requested Community Design grant is awarded, it will be a portion of the funding needed to undertake the urban design/community development/mobility management/economic optimization consulting study.

**Project Outcome / Deliverable**
The major deliverable will be a comprehensive master strategic plan for each of the five target economic districts that (1) optimizes its economic contribution to the community; (2) overcomes the adverse traffic impacts of two major state highways that criss-cross the city and split each of these districts apart from one another; and (3) gives us the tools necessary to initiate a new General Plan update and form-based zoning code that capitalize on the community’s economic potential while integrating the five neighborhoods more tightly and promoting mixed-use redevelopment and non-vehicular mobility among the districts.

**Project Schedule**
Currently, the City of Marysville is working with an 11-member community-based steering committee, various other community stakeholders, the Yuba-Sutter Economic Development Corporation and Caltrans District 3 to craft and fund a multi-phased urban design/economic sustainability study which can be subsequently translated into an updated General Plan and form-based zoning code to maximize the community’s economic potential and promote walkability among the districts and increase the prominence of live-work land uses throughout the commercial zones of the city. With award of the Community Design grant and local funds already appropriated in FY 2013-14 and a Request for Proposals now being circulated for appropriate professional consulting services, the City can immediately begin the work.

**Budget and Matching Funds**
The professional community development/urban design consulting services associated with fulfilling the Bounce Back Initiative are estimated to cost approximately $250,000. The City has appropriated $100,000 in local match funds, and other non-federal grant funds are being sought.

**Promotion of Smart Growth and Blueprint Principles**
The proposed project is fully consistent with both Smart Growth and Blueprint Principles, including promoting non-vehicular mobility choices and mixed-use, live-work housing options throughout all the commercial zones of the city.

We thank you for your consideration of this request. If there is anything else that I can add, please let me know.

Cordially,

[Signature]

WALTER MUNCHHEIMER
City Manager