



Post Office Box 461, Dana Point, California 92629

March 6, 2017

Delivered via email and US Postal Service to:

Scott Mayer, OC CEO Real Estate  
Lisa Bartlett, OC Fifth District Supervisor  
Stacy Blackwood, Director, OC Parks  
Shane Silsby, Director OC Public Works

Subject: RFP No. 080-C04368-IM  
Owner's Representative, Dana Point Harbor Revitalization Project

Dear Madams and Sirs:

As most all Dana Point Harbor stakeholders know only too well, the revitalization of Dana Point Harbor has been a long and sometimes difficult journey. However, the Dana Point Boaters Association is pleased with both the progress and increased momentum that has been building over the past two years. With the pending enactment of a Private-Public-Partnership (P3) by the end of the next 12 months. we anticipate that this progress will continue, and the momentum will even increase. We view this as very good news, clearly demonstrating the competence of the County's current leadership as well as the commitment to finally making harbor development happen.

While this would have been hard to say even two years ago, it now seems possible that our aged docks and recreational boating facilities may perhaps begin to be replaced not too long after a P3 contract is executed. However, as we have learned over the past 20 years, harbor revitalization is a highly complex matter. Indeed, dock replacements are perhaps a relatively more straightforward aspect. Evaluation and validation of any next generation landside or waterside redevelopment proposal necessitates a deep understanding of countless, highly complex factors and tradeoffs. Plus, most all considerations are of critical importance to a wide and diverse constituency. Not just the sometimes-overlooked primary harbor tenants and users, recreational boaters. But also, local commercial business operators, park users, educational facility operators and students, water recreation clubs, as well as the general public which today is being well-served by a beloved regional visitor serving facility.

That's why we are extremely pleased with the County's decision to engage an Owner's Representative during the upcoming P3 proposal evaluation, selection and contract negotiation phases. We believe strongly that selection of a most qualified owner representative is of critical importance in assuring that the P3 is successful initially and over a 50-year term.

Based on our many years of close, shirtsleeve involvement with most all aspects of the efforts to date on revitalization, we also know with certainty there is only one most qualified, proven and trusted source of these owner's representative services, including project management, construction monitoring and quality assurance, as well as subject area expertise. We are referring to Project Dimensions, Inc. (PDI), who has been actively engaged as a trusted agent of the County since the very beginning. We strongly believe that PDI's skill set, outstanding harbor reputation and very broad, in-depth understanding of all business, financial and design constraints provide much-needed assurance that the outcome of the pending process will be in the very best interests possible for all parties involved, including the P3 developer / master leaseholder, as well as stakeholders previously mentioned.

Of course, to be ultimately successful, the P3 engagement must avoid creating winners and losers. We are confident you'll agree that this is of the ultimate importance. We therefore urge selection of Project Dimensions, Inc. as Dana Point Harbor Revitalization Owner's Representative.

Thank you for your consideration of our endorsement and recommendation.

Most respectfully,



Rodger Beard  
President, for the Board of Directors  
**Dana Point Boaters Association**  
PO Box 461, Dana Point, CA 92629-0461  
Main: +1 (949) 485-5656  
Mobile: +1 (949) 500-3747  
Email: [RodgerBeard@DanaPointBoaters.org](mailto:RodgerBeard@DanaPointBoaters.org)  
Website: [www.DanaPointBoaters.org](http://www.DanaPointBoaters.org)

CC:

Board of Directors, Dana Point Boaters Association  
Jon Conk, Vice President, Project Dimensions, Inc.