



MONTEREY COUNTY ADU CONFERENCE

Presented by United Way Monterey County &
The American Institute of Architects Monterey Bay (AIAMB)
In Collaboration with: City of Seaside, City of Gonzales, and City of Salinas

United Way Monterey County's Role in Affordable Housing

United Way Monterey County's housing efforts address the shortage of affordable housing throughout Monterey County and focus on streamlining local policies and providing information to encourage the development of affordable **Accessory Dwelling Units (ADUs)**.

ADU Conference

UWMC and AIAMB will co-host homeowners, city officials, design professionals, builders, and affordable housing advocates for a virtual ADU conference to promote infill housing in Monterey County and equip stakeholders with the tools they need to execute ADU projects. The conference will feature Kol Peterson, ADU expert and author of Backdoor Revolution. Four interactive webinars will cover the following:

- **Homeowners:** All about navigating your ADU project
Wednesday, Sept. 16, 4–6p.m.
- **ADU Advocates:** Financing ADUs and strategizing
Thursday, Sept. 17, 10a.m.–12p.m.
- **Design Professionals & Builders:** How to advocate for your projects
Thursday, Sept. 17, 4–6p.m.
- **City Officials:** Streamlining the ADU process and regulating for results
Friday, Sept. 18, 3–5p.m.

REGISTRATION DETAILS TO BE ANNOUNCED. Please contact kelly.dewolf@unitedwaymcca.org with questions.

Kol Peterson's Professional Biography



Kol Peterson is an ADU expert based in Portland, Oregon, who has helped catalyze the exponential growth of ADUs in Portland through advocacy, education, consulting, policy work, and entrepreneurship.

Mr. Peterson is the author of *Backdoor Revolution: The Definitive Guide to ADU Development*. He is the owner of Caravan - Tiny House Hotel, the first tiny house hotel in the world, and organizer of Portland's popular ADU Tour. He is a consultant to homeowners about ADUs and teaches ADU classes to homeowners and real estate agents in Oregon, Washington, and California. He is also the editor and manager of www.accessorydwellings.org and www.buildinganadu.com.

Mr. Peterson earned his master's degree in environmental planning from Harvard Graduate School of Design. Prior to his ADU work, he worked for the federal government for ten years in Washington, DC and in Portland, Oregon.



INVEST IN A SPONSORSHIP

MONTEREY COUNTY ADU CONFERENCE

Sponsor Levels	Webinar Sponsor	Community Leader	Corporate Sponsor	Program Co-Presenter
	\$250	\$500	\$1,000	\$2,500
Benefits	Sponsor one webinar	Sponsor all webinars	Sponsor all webinars	Co-Present entire program
Name/Logo recognition on UWMC website as sponsor	Name	Name	Logo	Logo
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Monterey County Weekly sponsor recognition ad (November)	Name	Name	Logo	Logo

Event co-hosted by the United Way of Monterey County and the American Institute of Architects, Monterey Bay.

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Register as a sponsor at: www.tinyurl.com/aduconference



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