

**CITY OF OAKLAND**  
**AGENDA REPORT**

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND  
2004 OCT 28 PM 12:01

TO: Office of the City Administrator  
ATTN: Deborah Edgerly  
FROM: Community and Economic Development Agency  
DATE: November 9, 2004

RE: RESOLUTION AUTHORIZING A PROFESSIONAL SERVICE CONTRACT WITH THE SPANISH SPEAKING UNITY COUNCIL OF ALAMEDA COUNTY IN AN AMOUNT NOT TO EXCEED \$20,664 FOR COMMUNITY ORGANIZING ON FOOTHILL BOULEVARD BETWEEN 34TH AVENUE AND HIGH STREET TO PARTICIPATE IN COMMERCIAL DISTRICT REVITALIZATION ACTIVITIES BASED ON THE MAIN STREET APPROACH

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**SUMMARY**

A resolution has been prepared authorizing the City Administrator to negotiate and execute a Professional Service Contract with the Spanish Speaking Unity Council of Alameda County, Inc. (the Unity Council) in an amount not to exceed \$20,664 for organizing merchants, property owners and other community stakeholders on Foothill Boulevard, between 34<sup>th</sup> Avenue and High Street to participate in commercial district revitalization based on the Main Street approach.

**FISCAL IMPACT**

This proposed legislation commits the City of Oakland to an expenditure of \$20,664 (includes \$602 for contract compliance) from Community Development Block Grant (CDBG) funds allocated to the Neighborhood Commercial Revitalization (NCR) Program. Funds were carried forward from the prior fiscal year and are available in the FY04/05 budget (Fund: 2108; Organization: 88569; Project: G83200). Long-term impacts should include an increase of sales tax and business license tax to the City as vacant commercial spaces are filled and businesses are organized to collectively address problems affecting the economic viability of the district.

**BACKGROUND**

On June 28, 2004, the Community and Economic Development Agency sent an informal Request for Proposals to a short list of four organizations/individuals with experience in commercial district revitalization to organize businesses, property owners and other community stakeholders on Foothill Boulevard between 34<sup>th</sup> Avenue and High Street to participate in commercial revitalization based on the Main Street approach. Prospective respondents were given approximately three weeks to prepare and submit a proposal. One proposal was received by the July 16, 2004 deadline. The proposal was submitted by the Unity Council, a community based organization located in the Fruitvale district that

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currently manages the Fruitvale Main Street Program and the Fruitvale Business Improvement District (BID), a property based assessment district established in 2001. The Unity Council's proposal includes developing a community vision, objectives and revitalization plan by June 2005 for a proposed budget of \$20,062. The proposal was presented as an extension of their current work on Foothill Boulevard of which two blocks, Fruitvale Avenue to 34<sup>th</sup> Avenue, are in the Fruitvale BID. Organizing the adjacent section of Foothill Boulevard, 34<sup>th</sup> Avenue to High Street, complements existing revitalization efforts and lays a foundation for the possible expansion of the Fruitvale BID.

### **KEY ISSUES AND IMPACTS**

The expected long-range impacts of this Professional Service Contract are revitalization of the Foothill Boulevard commercial corridor, bringing needed goods and services closer to the residential community and increases in City sales and business license receipts. Public and private investment in the commercial corridor will also increase property values and tax revenue. Additional street activity is also expected to reduce crime.

### **PROGRAM DESCRIPTION**

The purpose of this Professional Service Contract is to contract with the Unity Council to organize merchants, property owners and other community stakeholders to participate in revitalization of the Foothill commercial corridor utilizing the Main Street approach. The Main Street approach requires the direct involvement and participation of the community in revitalization efforts in the form of committees in each of the areas of *Organization, Design, Promotion, Economic Restructuring and Cleanliness and Safety*. Main Street committees develop work plans and oversee the implementation of projects. This requires a significant commitment of time to achieve the level of community organizing necessary for a successful Main Street Program, therefore the most effective use of City resources involves City staff partnering with Main Street program participants to implement revitalization activities.

Tasks to be performed under this Professional Service Contract include:

- Create a database of merchants and property owners between 34<sup>th</sup> Avenue and High Street;
- Conduct one-on-one visits to the merchants to invite them to participate in the Foothill-Fruitvale Merchants and Residents Associations (FFMRA);
- Assemble information on recent developments on Foothill Boulevard, specifically in the Central City East Redevelopment Area and forward to property owners as part of an outreach strategy;
- Conduct visioning meetings with merchants, property owners and residents on Foothill Blvd. from Fruitvale Avenue to High Street to focus on development opportunities created by the Central City East Redevelopment Area;
- Develop a community vision, objectives, and revitalization plan for the Foothill Blvd. corridor using feedback received in meetings and through community surveys;

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- Present the vision, objectives and revitalization plan at meetings of the Foothill-Fruitvale Merchants and Residents Association (FFMRA). Invite all community stakeholders to FFMRA meetings and to meetings of the Fruitvale Main Street Design and Economic Restructuring Committees;
- Disseminate information pertaining to revitalization efforts to merchants on Foothill from 34<sup>th</sup> Avenue to High Street including the Unity Council's quarterly newsletter, *Que Pasa*, as well as flyers for meeting and events;
- Initiate feasibility analysis for inclusion of Foothill Blvd. in the Fruitvale BID;
- Begin implementation of revitalization plan.

The proposed budget for the tasks outlined above is \$20,062 and the timeline for implementation is June 2005. The resolution authorizing this Professional Service Contract establishes the maximum amount of \$20,664 for the above listed deliverables. This includes \$602 for contract compliance.

### **SUSTAINABLE OPPORTUNITIES**

Economic: This Professional Service Contract for community organizing on the Foothill Boulevard commercial corridor based on the Main Street approach will promote the rehabilitation of properties, attraction of new businesses, reduction in commercial vacancies and better use of underutilized properties. The addition of new businesses has the potential of generating new job opportunities for local residents.

Environmental: By better utilizing commercial land in already built-out areas of the city, this project reduces the pressure to build on agricultural and other undeveloped land, and contributes to the prevention of urban sprawl.

Equity: This commercial district revitalization project will organize community stakeholders to participate in developing and implementing strategies to improve the physical and economic condition of the area. Where public funds are used for façade improvements, building rehabilitation and streetscape improvements, compliance with Small/Local Business Construction Program, the Small/Local Business Professional Services Program and the Local Employment Program will be required. All of the workers performing construction work for City funded projects must be paid prevailing wage rates.

### **DISABILITY AND SENIOR CITIZEN ACCESS**

Physical improvements must be compliant with the requirements of the Americans with Disabilities Act.

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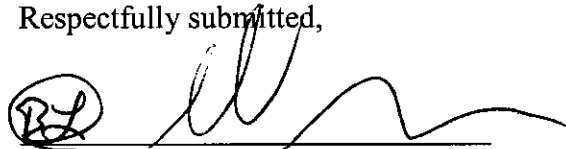
**RECOMMENDATION AND RATIONALE**

Staff recommends that the City Council adopt the resolution authorizing the City Administrator to negotiate and execute a Professional Service Contract with the Unity Council for an amount not to exceed \$20,664 to organize merchants, property owners and other community stakeholders to participate in the revitalization of the Foothill Boulevard commercial corridor between 34<sup>th</sup> Avenue and High Street based on the Main Street approach. This contract will build upon current revitalization activities including the Fruitvale Main Street Program and the Fruitvale Business Improvement District through organizing community stakeholders on the adjoining commercial corridor of Foothill Boulevard to participate in revitalization efforts.

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff recommends that the City Council adopt the resolution.

Respectfully submitted,



Dan Vanderprien  
Director of Redevelopment, Economic  
Development, Housing and  
Community Development

Prepared by:  
Stephanie Floyd-Johnson, Manager  
Neighborhood Commercial Revitalization  
Program

APPROVED AND FORWARDED TO THE  
COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

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OFFICE OF THE CITY ADMINISTRATOR

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FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2004 OCT 28 PM 8:41

APPROVED AS TO FORM AND LEGALITY:

  
Deputy City Attorney

## OAKLAND CITY COUNCIL

RESOLUTION No. \_\_\_\_\_ C.M.S.

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RESOLUTION AUTHORIZING A PROFESSIONAL SERVICE CONTRACT WITH THE SPANISH SPEAKING UNITY COUNCIL OF ALAMEDA COUNTY IN AN AMOUNT NOT TO EXCEED \$20,664 FOR COMMUNITY ORGANIZING ON FOOTHILL BOULEVARD BETWEEN 34<sup>TH</sup> AVENUE AND HIGH STREET TO PARTICIPATE IN COMMERCIAL DISTRICT REVITALIZATION ACTIVITIES BASED ON THE MAIN STREET APPROACH

WHEREAS, commercial corridors located in the Central City East Redevelopment Area are blighted and suffer from physical deterioration and disinvestment; and

WHEREAS, the Spanish Speaking Unity Council of Alameda County, Inc. (the "Unity Council") currently operates the Fruitvale Main Street Program and manages the Fruitvale Business Improvement District and as such is qualified to organize, develop and implement a commercial corridor revitalization project; and

WHEREAS, the City wishes to enter into a contract with the Unity Council to organize merchants, property owners and other community stakeholders on Foothill Boulevard, between 34<sup>th</sup> Avenue and High Street, to participate in revitalization activities based on the Main Street approach; and

WHEREAS, community organizing for revitalization is expected to provide a foundation for future redevelopment activities; and

WHEREAS, funds were carried forward from FY 03-04 and are available in the FY 04-05 Neighborhood Commercial Revitalization Program budget (Fund 2108; Organization 88569; Project G83200) for commercial district revitalization activities; and

WHEREAS, the City finds that these services are of a professional nature and will be temporary in duration; and

WHEREAS, the City finds that this contract will not result in the loss of employment or salary by any person having permanent status in the competitive service; now, therefore, be it

RESOLVED: That the City Administrator is hereby authorized to negotiate and enter into a contract with the Unity Council in an amount not to exceed \$20,664 to organize community stakeholders on Foothill Boulevard, between 34<sup>th</sup> Avenue and High Street, to participate in commercial district revitalization based on the Main Street approach; and be it

FURTHER RESOLVED: That the City Administrator or her designee is authorized to take whatever action is necessary with respect to this contract and the work thereunder consistent with this Resolution and its basic purpose; and be it

FURTHER RESOLVED: That the agreement will be reviewed and approved for form and legality by the Office of the City Attorney and a copy will be placed on file in the City Clerk's Office.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2004

**PASSED BY THE FOLLOWING VOTE:**

AYES- BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, WAN, AND PRESIDENT  
DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST:

\_\_\_\_\_  
CEDA FLOYD

City Clerk and Clerk of the Council of  
the City of Oakland, California