

MAILED  
OFFICE OF THE CITY CLERK  
OAKLAND

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

04 SEP -1 PM 1:49

TO: Office of the City Administrator  
ATTN: Deborah Edgerly  
FROM: Community and Economic Development Agency  
DATE: September 14, 2004

RE: A RESOLUTION AMENDING RESOLUTION NO. 78467 C.M.S. AUTHORIZING A PROFESSIONAL SERVICE CONTRACT WITH OCCUR COMMUNITY INFORMATION SERVICE, MILLS COLLEGE AND CALIFORNIA MAIN STREET ALLIANCE FOR THE PROVISION OF CONSULTING SERVICES FOR ESTABLISHMENT OF A MAIN STREET PROGRAM IN CITY COUNCIL DISTRICT SIX, TO DELETE THE CALIFORNIA MAIN STREET ALLIANCE

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**SUMMARY**

A resolution has been prepared authorizing an amendment to Resolution No. 78467 C.M.S., which authorized the City Administrator to negotiate and execute a Professional Service Contract with OCCUR Community Information Services ("OCCUR"), Mills College and California Main Street Alliance ("CAMSA") to establish a Main Street Program in City Council District Six. This new resolution deletes CAMSA as a subcontractor for the Main Street Program.

**FISCAL IMPACT**

There are no fiscal impacts resulting from the proposed amendment. All of the terms and conditions of the Professional Service Contract with OCCUR entered into on April 15, 2004 are unchanged.

**BACKGROUND**

On April 6, 2004, the City Council adopted Resolution No. 78467 C.M.S. which authorized the City Administrator to enter into a contract with OCCUR to establish a Main Street Program in City Council District Six. A Professional Service Contract was entered into with OCCUR on April 15, 2004, naming Mills College and CAMSA as subcontractors. The contract amount is \$187,500. In July, CAMSA withdrew from the project. This action requires an amendment to the authorizing Resolution and the Professional Service Contract.

8-32  
ORA/COUNCIL  
SEP 21 2004

Item: \_\_\_\_\_  
CED Committee  
September 14, 2004

## **KEY ISSUES AND IMPACTS**

The proposed amendment deletes CAMSA as a subcontractor in the Professional Service Contract with OCCUR to establish a Main Street program in City Council District Six. All of the terms and conditions of the contract with OCCUR remain unchanged. The contract term is April 15, 2004 to June 30, 2005. Contract deliverables include:

- Target areas selected, benchmarks and timeline for remaining tasks developed and submitted to the City (by December 30, 2004).
- Community consensus on vision for target area, Neighborhood Revitalization-Main Street ("NR-MS") organization Board of Directors and Committee members selected and meetings commenced (by January 30, 2005).
- NR-MS Board of Directors and Committees received training and understand neighborhood revitalization (including Main Street) approaches, meeting management and leadership principles (by June 30, 2005).
- NR-MS Program Management Plan, Operational Plan and Succession Plan developed and submitted to City (by June 30, 2005).

## **SUSTAINABLE OPPORTUNITIES**

### **Economic**

Adoption of this resolution has no economic impact.

### **Environmental**

Adoption of this resolution has no environmental impact.

### **Social Equity**

Adoption of this resolution has no social equity impact.

## **DISABILITY AND SENIOR CITIZEN ACCESS**

Any public improvements considered in the development of a Main Street Program in City Council District Six will comply with the recommendations of the Americans with Disabilities Act.

Item: \_\_\_\_\_  
CED Committee  
September 14, 2004



**RECOMMENDATION AND RATIONALE**

Staff recommends that the City Council adopt the resolution amending Resolution No. 78467 C.M.S., authorizing the City Administrator to amend a Professional Service Contract with OCCUR and Mills College and delete California Main Street Alliance (CAMSA) as a subcontractor to establish a Main Street Program in City Council District Six. OCCUR will deliver the work tasks which were previously assigned to CAMSA.

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff requests that the City Council adopt the resolution.

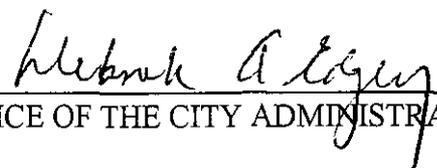
Respectfully submitted,



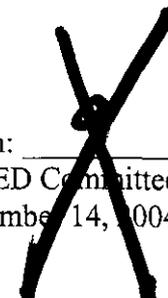
Dan Vanderpriem  
Director of Redevelopment, Economic  
Development, Housing and  
Community Development

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

APPROVED AND FORWARDED TO THE  
COMMUNITY AND ECONOMIC DEVELOPMENT  
COMMITTEE

  
OFFICE OF THE CITY ADMINISTRATOR

Item: \_\_\_\_\_  
CED Committee  
September 14, 2004



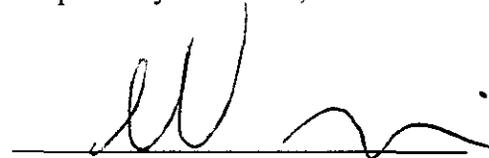
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Respectfully submitted,



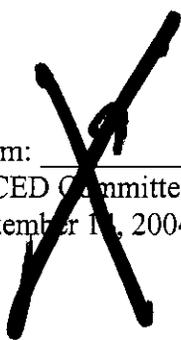
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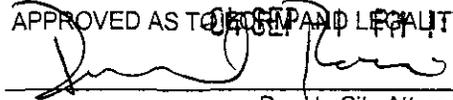
Prepared by:  
Stephanie Floyd-Johnson, Manager  
Neighborhood Commercial  
Revitalization Program

APPROVED AND FORWARDED TO THE  
COMMUNITY AND ECONOMIC DEVELOPMENT  
COMMITTEE

  
OFFICE OF THE CITY ADMINISTRATOR

Item: ~~\_\_\_\_\_~~  
CED Committee  
September 14, 2004



APPROVED AS TO FORM AND LEGALITY 52  
  
Deputy City Attorney

## OAKLAND CITY COUNCIL

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

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A RESOLUTION AMENDING RESOLUTION NO. 78467 C.M.S. AUTHORIZING A PROFESSIONAL SERVICE CONTRACT WITH OCCUR COMMUNITY INFORMATION SERVICE, MILLS COLLEGE AND CALIFORNIA MAIN STREET ALLIANCE FOR THE PROVISION OF CONSULTING SERVICES FOR ESTABLISHMENT OF A MAIN STREET PROGRAM IN CITY COUNCIL DISTRICT SIX, TO DELETE THE CALIFORNIA MAIN STREET ALLIANCE

WHEREAS, the City Council adopted Resolution No. 78467 C.M.S. on April 6, 2004 which authorized the City Administrator to negotiate and execute an agreement for a professional services contract with OCCUR Community Information Services to provide Main Street consulting services for establishment of a Main Street Program in City Council District Six in an amount not to exceed \$187,000 utilizing the services of Mills College and the California Main Street Alliance (CAMSA); and

WHEREAS, CAMSA has withdrawn and will no longer provide its services to assist in the establishment of a Main Street Program in City Council District Six Main Street; and

WHEREAS, all other terms and conditions of the professional service contract with OCCUR Community Information Services entered into on April 15, 2004, are unchanged; now, therefore, be it

RESOLVED: That the City Administrator is hereby authorized to amend the professional service contract with OCCUR Community Information Services to delete CAMSA in the provision of services to develop and implement a Main

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DEVELOPMENT CMTE~~

~~SEP 14 2004~~

Street Program in City Council District Six; and be it

FURTHER RESOLVED: That the amendment 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

S-32  
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SEP 21 2004

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~~SEP 14 2004~~