

**CITY OF OAKLAND
AGENDA REPORT**

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2004 MAR 25 PM 5:56

TO: Office of the City Manager
ATTN: Deborah Edgerly
FROM: Community and Economic Development Agency
DATE: April 6, 2004

RE: RESOLUTION AUTHORIZING THE CITY MANAGER TO NEGOTIATE TERMS FOR A PROFESSIONAL SERVICE CONTRACT WITH OCCUR COMMUNITY INFORMATION SERVICE, MILLS COLLEGE AND CALIFORNIA MAIN STREET ALLIANCE TO PROVIDE MAIN STREET CONSULTING SERVICES FOR ESTABLISHMENT OF A MAIN STREET PROGRAM IN CITY COUNCIL DISTRICT SIX IN AN AMOUNT NOT TO EXCEED \$187,500 AND RETURN TO THE CITY COUNCIL FOR APPROVAL OF THE FINAL AGREEMENT

SUMMARY

A resolution has been prepared authorizing the City Manager to negotiate terms for a contract with OCCUR Community Information Service (OCIS), Mills College and California Main Street Alliance (CAMSA) to establish a Main Street program in Oakland City Council District Six. OCIS, Mills College and CAMSA were selected through an informal Request for Proposals (RFP) process.

The Community and Economic Development (CED) Committee directed staff to conduct an informal bid process to select a consultant to provide Main Street consulting services to establish a Main Street program, in Council District Six at its March 9, 2004 meeting. Letters requesting proposals, example of a Scope of Services and the City of Oakland Professional Service Contract requirements were emailed to four qualified firms on Friday, March 12, 2004 with responses due on Tuesday March 16, 2004. Two responses were received in response to the informal request for proposal.

FISCAL IMPACTS

An agreement will be executed in an amount not to exceed \$187,500. Funding for this project is provided by the Neighborhood Commercial Revitalization Program of the Community and Economic Development Agency (Fund 7780, Project P52180). These are not Community Development Block Grant (CDBG) funds. The 3% contract compliance set aside will be funded with CDBG funds (Fund 2108, Project G04600). Long-term impacts should include an increase of sales tax and business license tax to the City as vacant commercial stores are filled with new tenants.

BACKGROUND

The Council approved funding for Main Street programs in the FY 03-05 adopted budget. A total of \$375,000 was allocated to Main Street programs in Council Districts Three and Six. The Project Area Committee of the West Oakland Redevelopment Area is currently

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considering a Main Street program in Council District Three. All Main Street programs consist of at least four components as follows:

1. **Design:** Enhancing the physical appearances of the commercial district by rehabilitating historic buildings, encouraging supportive new construction, developing design standards to ensure high quality projects and urban design concepts for pedestrian and streetscape improvements.
2. **Organization:** Building consensus and cooperation among the many groups and individuals who have a role in the revitalization process.
3. **Promotion:** Marketing the commercial district's assets to customers, potential investors, new businesses, local residents and visitors.
4. **Economic Restructuring:** Strengthening the commercial district's economic base and tenant mix while finding ways to expand to meet new opportunities and challenges.

A fifth component is *Cleanliness/Safety*, which can include coordination and cooperation with Oakland Police Department, Neighborhood Crime Prevention Councils (NCPC) and other community groups to implement various measures to clean up the district and reduce crime.

PROJECT DESCRIPTION

The development and implementation of a Main Street Program in Council District Six will be coordinated by OCIS in partnership with Mills College and the California Main Street Alliance. OCIS, with nearly fifty years of experience in community development and citizen advocacy in Oakland and Mills College, a private university located in Council District Six for more than 150 years, will oversee program administration, development and implementation. CAMSA, a non-profit organization consisting of 39 California state certified Main Street Programs, will provide technical assistance and training to the leaders of the Main Street Program. The term of this project is twelve months and the budget is not to exceed \$187,500.

OCIS will provide a dedicated staff person to coordinate Main Street activities including community organizing, outreach and marketing as well as planning and implementing community workshops to develop support and recruit volunteers for Main Street committees. Mills College will provide information and analysis to the Main Street effort that will be used to inform and guide the revitalization process. It will serve as a repository for all material related to the District Six Main Street Program and will place these materials online for accessibility by the community. CAMSA will provide technical assistance, training and access to a network of Main Street Programs throughout the state that have achieved self-sufficiency.

The partnership consisting of OCIS, Mills College and CAMSA meets the criteria set forth in the informal bid process conducted by staff. This includes:

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- Experienced in community organizing, organizational development and management of economic development programs. Has sufficient knowledge of community organizations in Oakland City Council District Six and has a creditable reputation in establishing professional working relationships with a broad base of stakeholders
- Capable of tracking and documenting expenditures and preparing appropriate fiscal, analytical and progress reports.
- Possesses dedicated full time staff with experience in Main Street Program development and implementation.
- Meets compliance with City of Oakland contract requirements
- Has the ability to leverage city funds and other resources.

KEY IMPACTS

The expected long-range impacts of the District Six Main Street program are revitalization of selected target areas, attraction of businesses that provide needed goods and services to the residential community and increases in City sales tax and business license tax 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.

SUSTAINABLE OPPORTUNITIES

Economic

The Main Street effort will facilitate the rehabilitation of properties, attract new businesses, fill vacant retail space and improve the utilization of existing commercial space. The additional new businesses and growth of existing businesses will generate job opportunities to residents.

Environmental

By better utilizing commercial land in already built-up areas, the project reduces the need for residents to travel outside of their neighborhoods for needed goods and services and relieves the pressure to build on agricultural and other undeveloped land and contributes to the prevention of urban sprawl.

Equity

The project will expand the supply of rehabilitated commercial space, and improve the physical and economic climate for investment. Where public funds are used for rehabilitation, compliance with the Small/Local Business Construction Program, the Small/Local Business Professional Service Program (L/SLBE) and the Local Employment Program will be required. All of the workers performing construction work for Agency funded projects must be paid prevailing wage rates.

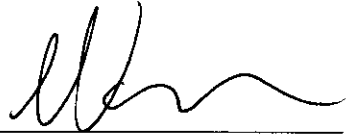
DISABILITY AND SENIOR CITIZEN ACCESS

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

RECOMMENDATIONS AND RATIONALE

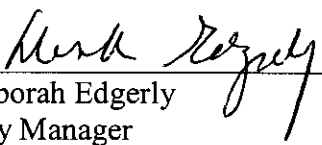
Staff recommends that the City Council authorizes the City Manager to negotiate terms for an agreement with OCCUR Community Information Service, Mills College and California Main Street Alliance to develop and implement a Main Street Program in Council District Six in an amount not to exceed \$187,500 and to return to the City Council for approval of the final agreement.

Respectfully submitted,



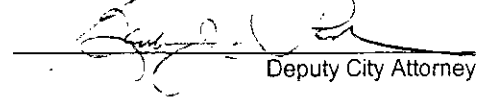
Dan Vanderpriem
Director of Redevelopment, Economic
Development and Housing

APPROVED AND FORWARDED TO
THE CITY COUNCIL


Deborah Edgerly
City Manager

OFFICE OF THE CITY CLERK
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APPROVED AS TO FORM AND LEGALITY:


Deputy City Attorney

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

REVISED

RESOLUTION AUTHORIZING THE CITY MANAGER TO NEGOTIATE TERMS FOR A PROFESSIONAL SERVICES CONTRACT WITH OCCUR COMMUNITY INFORMATION SERVICE, MILLS COLLEGE AND CALIFORNIA MAIN STREET ALLIANCE TO PROVIDE MAIN STREET CONSULTING SERVICES FOR ESTABLISHMENT OF A MAIN STREET PROGRAM IN CITY COUNCIL DISTRICT SIX IN AN AMOUNT NOT TO EXCEED \$187,500 AND RETURN TO THE CITY COUNCIL FOR APPROVAL OF THE FINAL AGREEMENT

WHEREAS, commercial corridors located in City Council District Six are blighted and suffer from physical deterioration and disinvestment; and

WHEREAS, the National Trust for Historic Preservation's Main Street approach to commercial district revitalization can serve as a model to organize community stakeholders, promote neighborhood assets, improve the physical appearance of the corridors and encourage private investment; and

WHEREAS, implementing the Main Street approach is expected to provide a foundation for future redevelopment activities; and

WHEREAS, funds are carried forward from prior fiscal years and are available in FY 03-05 budget (Fund 7780; Organization 88569; Project P52180) for Main Street efforts in Council District Six; and

WHEREAS, the City wishes to enter into a contract with OCCUR Community Information Service (OCIS), Mills College, and California Main Street Alliance (CAMSA), and finds that they are qualified to develop a Main Street program, and 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

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RESOLVED: That the City Manager is hereby authorized to negotiate terms for a professional services agreement with OCIS, Mills College and CAMSA to develop and implement a Main Street program in City Council District Six in an amount not to exceed \$187,500; and be it

FURTHER RESOLVED: That the City Manager 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

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ORA/COUNCIL

APR 06 2004