

**CITY OF OAKLAND
AGENDA REPORT**

FILED
OFFICE OF THE CITY CLERK
2004 APR -1 PM 5:25

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

RESOLUTION AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND EXECUTE AN AGREEMENT FOR A PROFESSIONAL SERVICE CONTRACT WITH OCCUR COMMUNITY INFORMATION SERVICE ("OCCUR") PURSUANT TO WHICH OCCUR, WILL 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, UTILIZING THE SERVICES OF MILLS COLLEGE AND CALIFORNIA MAIN STREET ALLIANCE

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

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Six. The Project Area Committee of the West Oakland Redevelopment Area is currently 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.

A preliminary Draft of the proposed Scope of Services is attached hereto as Attachment 1.

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

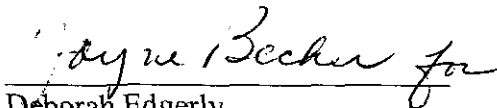
Staff recommends that the City Council authorizes the City Manager to negotiate and execute an agreement for a professional service contract with OCCUR Community Information Service ("OCCUR") pursuant to which OCCUR will provide Mainstreet consulting services for establishment of a Mainsreet program in City Council District Six in an amount not to exceed \$187,500, utilizing the services of Mills College and California Mainstreet Alliance.

Respectfully submitted,



Dan Vanderpriem
Director of Redevelopment, Economic
Development and Housing

APPROVED AND FORWARDED TO
THE CITY COUNCIL


Deborah Edgerly
City Manager

DRAFT

Attachment 1

Council District Six Main Street Program Scope of Services

Under this Scope of Services OCCUR will be the prime contractor and Mills College and California Mainstreet will be subcontracts to them. Out of the total contract amount of \$187,500, Mills College shall be funded in an amount no less than \$xx,xxx and California Mainstreet Association will be funded in an amount no less than \$xx,xxx.

Task #1: Conduct an assessment of proposed Main Street target areas in Council District Six to determine their ability to support and utilize the Main Street approach. Provide a written analysis of each area based on assessment criteria from bullets 1-3 below. Develop supporting data as identified below.

- Assessment to include an inventory of activities currently underway in selected target area. This includes redevelopment/economic development, housing, public works, public safety initiatives, neighborhood improvement activities.
- Identify community organizations in target areas and various stakeholders vested or interested in the target area. Consideration for Main Street target area selection to include identification of established and viable community based organizations involved in neighborhood revitalization activities. Assess the area's ability to sustain a Board of Directors and requisite Main Street committee structure. The presence of such an entity is critical to the establishment of a sustainable Main Street program. Meet with the Directors of organizations to determine their willingness and capacity to participate in and lead Main Street efforts after Main Street consultant departs.
- Develop an inventory of resources available to support the District Six Main Street program. This includes organizations and institutions that can provide expertise and technical assistance to Main Street committees. Resource list must include contact names, telephone numbers and a description of the resources that are available to Main Street efforts.
- The work products from this section shall include:
 - A computerized data base that contains information pertaining to for profit, non-profit, and "home-based" businesses located in and around the selected Main Street commercial area.
 - A computerized data base of merchant associations located in the Main Street target area. Database to include list of businesses, address, telephone number, email address, contact name and hours of operation. Merchant association database to include names of officers/leader, and meeting schedule.

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- The development of a computerized database and map which provides descriptive information pertaining to the selected Main Street commercial area including area boundaries, land uses, building condition survey, and neighborhood assets, e.g. location of schools, public housing, public/private sponsored low income and affordable house, schools, parks, neighborhood-based crime prevention groups, organizations, home owners associations, etc.
- Within 5 months from contract execution, but no later than October 1, 2004 present the assessment and recommendation for Main Street target area selection to CEDA staff and Oakland Council District Six Councilperson.
- Develop benchmarks and timelines for remaining tasks.

Task #2: Initiate community organizing efforts to support Main Street program.

- Plan and implement neighborhood forums to develop a community vision for the selected commercial district, to educate and inform prospective participants on the Main Street approach and to elicit participation in the Main Street revitalization effort.
- Develop an outreach campaign to facilitate participation in the Main Street program. Develop a mailing list of forum participants for future potential volunteers.
- Coordinate with City Council District Six Councilperson and CEDA staff to identify prospective members for Main Street committees based on attributes including interest, willingness to make a commitment of time, contribution of expertise and leadership capacity.
- Plan, schedule and facilitate regular meetings of Main Street organization's Board of Directors and of the four/five Main Street committees including, *Organization, Design, Promotion, Economic Restructuring and Cleanliness/Safety* during the contract term. Facilitate each committee's selection of a chairperson at first meeting. The first Mainstreet Board of Director's meeting shall take place on or before xxxxxxxx.

Task #3: Develop and implement training curriculum for Main Street committee chairpersons and community based organizations that will lead Main Street efforts.

- Develop and implement a leadership development curriculum. Provide leadership training for Main Street committee chairpersons and community based organization that will lead the City Council District Six Main Street program after Main Street consultant's contract term expires. Training to include consensus building techniques, meeting management and facilitation and in depth

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information on the four pronged Main Street approach, plus the public safety component.

- Work with committee chairpersons to facilitate the development of Main Street committees' goals.

Task #4: Develop and present an operating and a succession plan for the Main Street program that includes prospective funding sources. Identify community based organizations that will implement the Oakland City Council District Six Main Street program after Main Street consultant contract term expires.

- Consultant is expected to provide the technical support needed to support the executive committee in formalizing its Main Street organizational goals and objectives which includes, but is not limited to, development of the organization's by-laws, 2-5 year operational budget, as well as submission of any, and all, applications needed to secure a state and federal non-profit status.
- Consultant shall provide an operating plan for the District VI Mainstreet Program, including the items in the following 5 bullets (up to the succession plan) no later than January 1, 2005.
- Identify potential funding sources for City Council District Six Main Street program, including Local Initiative Support Corporation (LISC), foundations, etc. Develop and submit proposals seeking operating funds for the District VI Main Street program.
- Provide staff support to the Design Committee in the development of its Main Street goals and objectives, establishment of priorities and development of a multi-year work plan. In addition, consultant is expected to serve as a linkage between the City of Oakland programs and the merchants (and their associations). In addition, consultant is expected to work with the merchant associations to address issues of blighted and problem properties in the selected Main Street commercial area. **Consultant and Mainstreet volunteers shall provide referrals to City staff for potential façade grant applicants and shall work with selected applicants to complete façade grant upgrades.**
- Provide staff support to the Promotions Committee in the development of a Main Street "events" calendar. Such events include, but are not limited to, promoting the official opening of the Council District Six Main Street office, the Millsmont Farmer's Market and promoting neighborhood-based events that may be sponsored by merchant associations, home owners associations, or neighborhood crime prevention groups. Other activities, including building a Council District VI website to inform and promote the Main Street program.
- Provide staff support to the Economic Restructuring Committee in the development of its Main Street goals and objectives, establishment of priorities

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and development of a multi-year work plan. Consultant is expected to work with this committee to conduct an inventory of business locations (vacant and occupied), business ownership and contact information, and vacant and underutilized commercial property, ownership and contact information in the selected Main Street commercial area. Consultant and Mainstreet volunteers shall work with City staff to encourage increased commercial occupancy and development of vacant and underutilized parcels.

- Provide staff support to the Cleanliness/Safety Committee in the development of its Main Street goal and objectives, establishment of priorities, and development of a multi-year work plan. In addition, the consultant will provide the support needed for this committee to develop a collaborative and on-going relationship with Public Works, OPD, OFD, NCPC organizations, neighborhood watch groups, public school officials, and any other public, non-profit, neighborhood-based organization that addresses cleanliness and public safety issues.
- Consultant shall provide a succession plan for the District VI Mainstreet Program, including no less than the item below no later than June 30, 2005 (term of contract....?)
- Obtain a commitment from Board of Director's of the community based organization that will lead Main Street efforts after Main Street consultant's contract term expires. Develop position description and for Main Street Coordinator.

Task #5: Prepare and submit no less than quarterly reports pertaining to the implementation of the tasks noted in this Scope of Work. The report should also address issues/challenges needed to fully implement the tasks and/or activities noted in this Scope of Work. A final report at contract completion shall be submitted which summarizes operational and succession information described in Task #4 above.

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OFFICE OF THE CITY CLERK

APPROVED AS TO FORM AND LEGALITY:

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Deputy City Attorney

OAKLAND CITY COUNCIL

REVISED

RESOLUTION No. _____ C.M.S.

RESOLUTION AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND EXECUTE AN AGREEMENT FOR A PROFESSIONAL SERVICE CONTRACT WITH OCCUR COMMUNITY INFORMATION SERVICE (“OCCUR”) PURSUANT TO WHICH OCCUR, WILL 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, UTILIZING THE SERVICES OF MILLS COLLEGE AND CALIFORNIA MAIN STREET ALLIANCE

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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