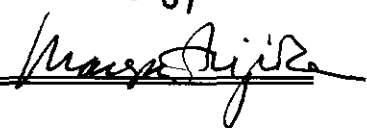


OAKLAND CITY COUNCIL

RESOLUTION No. 78919 C.M.S.

FILED
OFFICE OF THE CITY CLERK
OAKLAND
2004 OCT -7 PM 5:31

INTRODUCED BY COUNCILMEMBER _____



RESOLUTION AUTHORIZING BUDGETING AND APPROPRIATION OF ANTICIPATED PARKING METER AND ENFORCEMENT REVENUE FUNDS FOR ADDITIONAL SHOP OAKLAND MARKETING AND MERCHANT ORGANIZING ACTIVITIES IN FY 2004-2005 AND AUTHORIZING A SOLE SOURCE CONTRACT WITH THE OAKLAND MERCHANTS LEADERSHIP FORUM IN AN AMOUNT NOT TO EXCEED \$155,000 FOR MARKETING AND MERCHANT ORGANIZING SERVICES IN FY 2004-2005

WHEREAS, for the past ten years, as part of the Shop Oakland campaign, the City of Oakland has authorized "free parking" on the Saturdays between Thanksgiving and New Year's Day at parking meters and select City-owned garages; and

WHEREAS, in June 2004, upon staff's presentation of consumer survey results on the holiday parking program, the Community and Economic Development Committee voiced support to eliminate the free meter parking and retain the garage parking, and use the newly recaptured meter and parking enforcement monies to fund additional Shop Oakland marketing and merchant organizing activities; and

WHEREAS, it is estimated that revenues amounting to \$321,000 from parking meters and parking citations, and revenues from parking garages estimated at \$23,000, for a total of \$344,000, are foregone during the Shop Oakland Holiday Parking Program as it operated in the previous ten years; and

WHEREAS, if the free meter parking component were discontinued, the City would stand to gain approximately \$321,000 per holiday season in both the General Fund and Multi-Purpose Reserve Fund; and

WHEREAS, people are still unaware of all the shopping possibilities in Oakland, and staff has fewer resources to nurture and build merchant organizations; and

WHEREAS, the City finds and determines that the marketing and merchant services are temporary and of a professional nature; and

WHEREAS, the City finds and determines that the contract with the Oakland Merchants Leadership Forum shall not result in the loss of employment or salary by any person having permanent status in the competitive service; and

WHEREAS, the Oakland Merchants Leadership Forum is uniquely qualified to coordinate the merchant organizing component because it is the only organization in Oakland which is solely focused on supporting the leadership of all neighborhood commercial districts; its mission is to develop policies and strategies to strengthen and promote neighborhood commercial districts and

individual businesses; it has worked successfully for ten years on a variety of district promotion and enhancement projects and initiatives; and its leaders are entrepreneurs and merchant leaders who offer over 20 years of experience; and

WHEREAS, a sole source contract with OMLF allows the consultant to begin working with merchants upon approval of a professional services contract in time to prepare for the upcoming holiday shopping season; now therefore be it

RESOLVED: That the City Administrator is authorized to increase budgeted revenues by \$321,000; and allocate funding for additional Shop Oakland marketing activities, not to exceed \$160,000 in fiscal year 2004-2005, to the Marketing Division, General Purpose Fund (#1010, organization 63011), and \$155,000 in fiscal year 2004-2005, to the Neighborhood Commercial Revitalization unit, General Purpose Fund (#1010, organization 88569); and be it

FURTHER RESOLVED: That the City Council authorizes the City Administrator to negotiate and execute a sole source contract with the Oakland Merchants Leadership Forum, not to exceed \$155,000 for marketing and merchant organizing activities in fiscal year 2004-2005, Fund 1010, Organization 88569, Account 53719; and be it

FURTHER RESOLVED: That the Oakland Merchants Leadership Forum shall be required to meet all applicable contracting programs, including but not limited to, the City's Local and Small business, equal benefits, and pay living wages; and be it

FURTHER RESOLVED: Staff will conduct an evaluation of the Oakland Merchants Leadership Forum's performance by September 30, 2005, and return to Council for direction on whether to enter into an additional contract with OMLF or to issue a Request for Proposals; and be it

FURTHER RESOLVED: That the contract shall be approved as to form and legality by the Office of the City Attorney, and a copy shall be kept on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, **NOV 16 2004**

PASSED BY THE FOLLOWING VOTE:


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

NOES- ∅

ABSENT- ∅

ABSTENTION- ∅

Excused - Brooks - 1

ATTEST: 
CEDA FLOYD
City Clerk and Clerk of the Council
of the City of Oakland, California