

**REDEVELOPMENT AGENCY  
OF THE CITY OF OAKLAND**  
*AGENDA REPORT*

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND  
2008 JUN 26 PM 4:22

**To:** Office of the City/Agency Administrator  
**Attn:** Deborah Edgerly  
**From:** Community and Economic Development Agency  
**Date:** July 8, 2008

**Re:** **An Agency Resolution Authorizing the Agency Administrator to Negotiate, Execute and Amend Professional Services Contracts As Needed Without Returning to the Agency for the Design, Development and Production of a Quarterly Newsletter for the Redevelopment Agency in an Amount Not To Exceed \$60,000 for Fiscal Year 2008-2009**

---

### **SUMMARY**

This is a request for Redevelopment Agency approval of a resolution authorizing the Agency Administrator to negotiate, execute and amend professional services contracts as needed without returning to the Agency for the design, development and production of a quarterly newsletter in an amount not to exceed \$60,000 for Fiscal Year 2008-2009.

The purpose of the quarterly newsletter is to promote Redevelopment Agency programs, projects and initiatives to residents, businesses and investors in Oakland's Redevelopment Project Areas to increase their awareness of and participation in redevelopment activities.

### **FISCAL IMPACT**

The \$60,000 for the newsletter will be provided as follows:

- \$10,000 from Broadway/MacArthur/San Pablo Operations Fund (9529), Redevelopment Projects Organization (88669), Broadway/MacArthur/San Pablo Redevelopment Projects (P187510);
- \$10,000 from Redevelopment Planning Fund (9101), West Oakland Base Reuse Organization (88679), Redevelopment Plan- West Oakland Project (P37650);
- \$20,000 from Oak Knoll Operations Fund (9546), Central City East Organization (88699), Oak Knoll Project (S315110) and
- \$20,000 from Coliseum Operations Fund (9450), Business Development Organization (88559), Coliseum Project (S82600).

These expenditures will have no impact on the General Fund.

Item: \_\_\_\_\_  
CED Committee  
July 8, 2008

## BACKGROUND

In December 2007 staff released a Request for Qualifications to four firms for writing services and a Request for Proposals to twelve firms for graphic design services for the newsletter project. Proposals were received from three graphic design firms and two writing firms. A panel consisting of staff from Redevelopment and the City's Marketing Division reviewed the proposals and selected the firms to develop the quarterly newsletter. Professional Service Contracts were developed and executed with a graphic designer and writer/journalist to produce two issues of the newsletter. Both contracts were under \$14,000 and expire on July 31, 2008. Funding for the contracts were provided from redevelopment funds allocated to marketing activities.

The premier issue of *Re-developing Oakland*, the Redevelopment Agency's quarterly newsletter, was uploaded to the City's website on April 1, 2008. The following are links to the newsletter:

<http://www.business2oakland.com/main/news.htm>

<http://www.business2oakland.com/main/redevelopment.htm>

The second issue is scheduled to be released in July 2008. The objectives of the newsletter are to inform residents, businesses, community based organizations and investors, both current and prospective, of redevelopment projects, programs and initiatives to increase their participation in redevelopment activities. The April issue featured general information about redevelopment and included specific information on Oakland's ten Redevelopment Project Areas. Two major redevelopment projects were highlighted and a map outlining the redevelopment areas boundaries was included. The July issue includes interviews with resident and businesses that have participated in redevelopment projects and programs; provides information on a variety of redevelopment programs, and features an article on the California Enterprise Zone Program with a specific focus on incentives for businesses located in the Oakland Enterprise Zone.

While the newsletter is designed for electronic distribution, printed copies are produced to ensure that residents and businesses without access to the internet can receive the quarterly publication. Electronic and printed copies were produced in Spanish, Chinese and Vietnamese to facilitate non-English speaking people's access to the newsletter. The current method for distributing the newsletter is handing out copies at Redevelopment Project Area Committee (PAC) meetings and including it in mailings to the PACs. To achieve a broader distribution of the newsletter, Redevelopment staff is coordinating with the Neighborhood Services Division to arrange for the Neighborhood Service Coordinators to handout copies of the newsletter at Neighborhood Crime Prevention Council (NCPC) meetings in neighborhoods within Oakland's redevelopment areas. In addition, copies of the newsletter are provided to the Oakland Merchant Leadership Forum,

Item: \_\_\_\_\_  
CED Committee  
July 8, 2008

the Oakland Commerce Corporation as well as other organizations that interface with merchants and businesses in redevelopment areas.

### KEY ISSUES AND IMPACTS

The Redevelopment Agency's quarterly newsletter, *Re-Developing Oakland*, is designed to inform residents, businesses and investors of the various programs, projects and initiatives underway in Oakland's Redevelopment Project Areas. The primary objectives of the quarterly newsletter are to increase awareness of and participation in redevelopment funded activities. The use of redevelopment funds for the purpose of disseminating redevelopment information is authorized in the California Health and Safety Code Section 33131(b).

### PROJECT DESCRIPTION

The quarterly newsletter will be produced and distributed to residents, businesses and investors in Oakland's Redevelopment Project Areas to increase their participation in redevelopment funded programs, projects and initiatives. Redevelopment and Marketing Division staff will work with a graphic designer and a writer/journalist under contract to the Redevelopment Agency to produce the quarterly newsletter. In addition to paying for graphic design, writing and printing services, redevelopment funds will also be used to pay for translation services to translate the newsletter into Spanish, Chinese and Vietnamese. A total of 11,500 copies were printed of the premier issue of the redevelopment newsletter, of which 4,000 were in English and 2,500 copies were in Spanish, Chinese and Vietnamese languages. The number of copies to be printed in the future will be determined based on staff's ability to distribute the newsletter. The Equal Access Division of the City Administrator's Office covered the cost of translating, typesetting and proof reading the first issue of the newsletter however they are unable to continue to cover the cost of translating the quarterly newsletter and as a result the cost of translating future issues will be paid by Redevelopment.

The following is a breakdown of cost estimates for producing the quarterly newsletter for one year:

Graphic Design	\$20,000
Translation	\$18,000
Writing	\$12,000
Printing	<u>\$10,000</u>
<b>Total</b>	<b>\$60,000</b>

Item: \_\_\_\_\_  
CED Committee  
July 8, 2008

## **SUSTAINABLE OPPORTUNITIES**

***Economic:*** The production and distribution of a quarterly newsletter seeks to educate and inform Oakland's ethnically, culturally and economically diverse population of residents, businesses and investors of programs, of projects and initiatives in Oakland's redevelopment areas. It will increase the Redevelopment Agency's outreach to these groups and potentially result in increased participation in redevelopment activities which are designed to reduce economic and physical blight.

***Environmental:*** The quarterly newsletter was designed as an E-newsletter. To ensure that residents, businesses and investors have access to the information contained in the newsletter, a limited number of copies will be printed and distributed to Redevelopment PACs, NCPCs, merchant and business groups. All printing complies with the City's printing standards including the use of recycled paper and soy based inks.

***Social Equity:*** The quarterly newsletter will be produced in English and translated in to Spanish, Chinese and Vietnamese languages. The purpose is to ensure that non-English speaking residents, businesses and investors in Oakland's Redevelopment Project Areas have access to information about programs, projects and initiatives designed to reduce physical and economic blight.

## **DISABILITY AND SENIOR CITIZEN ACCESS**

Disabled and senior persons who live in redevelopment areas will have access to the newsletter. Thus they will be informed of redevelopment activities that impact their lives. This includes streetscape projects that improve accessibility and crime reduction initiatives designed to make neighborhoods safe. There will also be information about various incentives for businesses and commercial property owners to improve their ability to attract businesses that provide essential goods and services that are conveniently located.

## **RECOMMENDATION(S) AND RATIONALE**


Staff recommends that the Agency approve the resolution authorizing the Agency Administrator to negotiate, execute and amend professional services contracts without returning to the Agency for the design, development and production of a quarterly newsletter for the Redevelopment Agency in an amount not to exceed \$60,000 in Fiscal Year 2008-2009.

Item: \_\_\_\_\_  
CED Committee  
July 8, 2008

**ACTION REQUESTED OF THE CITY COUNCIL**

It is requested that the attached Agency resolution be approved authorizing the production of a quarterly newsletter for the Redevelopment Agency in an amount not to exceed \$60,000 in Fiscal Year 2008-2009.

Respectfully submitted,



Dan Lindheim, Director  
Community and Economic Development Agency

Reviewed by:  
Gregory Hunter, Deputy Director of Economic  
Development and Redevelopment

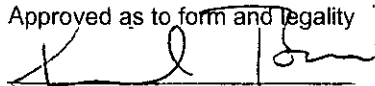
Prepared by: Stephanie Floyd-Johnson,  
Development/Redevelopment Program Manager  
Redevelopment Division

APPROVED AND FORWARDED TO THE  
COMMUNITY AND ECONOMIC DEVELOPMENT  
COMMITTEE:

  
Office of the City/Agency Administrator

Item: \_\_\_\_\_  
CED Committee  
July 8, 2008

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND  
2008 JUN 26 PM 4:22

Approved as to form and legality  
  
Agency Counsel

## REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND

Resolution No. \_\_\_\_\_ C.M.S.

---

**AN AGENCY RESOLUTION AUTHORIZING THE AGENCY ADMINISTRATOR TO NEGOTIATE, EXECUTE AND AMEND PROFESSIONAL SERVICES CONTRACTS AS NEEDED WITHOUT RETURNING TO THE AGENCY FOR THE DESIGN, DEVELOPMENT AND PRODUCTION OF A QUARTERLY NEWSLETTER FOR THE REDEVELOPMENT AGENCY IN AN AMOUNT NOT TO EXCEED \$60,000 FOR FISCAL YEAR 2008-2009**

**WHEREAS**, the Redevelopment Agency of the City of Oakland coordinates and manages redevelopment activities throughout Oakland's ten Redevelopment Project Areas; and

**WHEREAS**, California Health and Safety Code Section 33131(b) authorizes a redevelopment agency to disseminate redevelopment information; and

**WHEREAS**, the Redevelopment Agency desires to educate and inform the populations that reside, operate businesses and own property in Oakland redevelopment project areas of programs, projects and initiatives of the Redevelopment Agency with the publication of a quarterly newsletter; and

**WHEREAS**, professional graphic design, writing, translation and printing services are needed to develop the quarterly newsletter; and

**WHEREAS**, a request for qualifications and request for proposals process was conducted to solicit qualified graphic design and writing firms resulting in a total of five responses; and

**WHEREAS**, the Redevelopment agency entered into contracts for graphic design and writing services and produced two issues of the redevelopment newsletter; and

**WHEREAS**, the Redevelopment Agency wishes to continue to produce the quarterly newsletter for fiscal year 2008 – 2009; and

**WHEREAS**, the design, writing, translation and printing services needed for the production of the redevelopment newsletter will not exceed \$60,000 for fiscal year 2008 – 2009; and

**WHEREAS**, the Agency finds that the services provided pursuant to the agreement(s) authorized hereunder are of a professional, scientific or technical nature and are temporary in nature; and

**WHEREAS**, the Agency finds that the agreement(s) shall 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 Agency Administrator is hereby authorized to negotiate, execute and amend professional services contracts as needed without returning to the Agency for the design, development and production of a quarterly newsletter for the Redevelopment Agency in an amount not to exceed \$60,000 for fiscal year 2008 – 2009; and be it further

**RESOLVED:** That \$60,000 for the newsletter will be allocated as follows: \$10,000 from Broadway/MacArthur/San Pablo Operations Fund (9529), Redevelopment Projects Organization (88669), Broadway/MacArthur/San Pablo Redevelopment Projects (P187510); \$10,000 from Redevelopment Planning Fund (9101), West Oakland Base Reuse Organization (88679), Redevelopment Plan-West Oakland Project (P37650); \$20,000 from Oak Knoll Operations Fund (9546), Central City East Organization (88699), Oak Knoll Project (S315110) and \$20,000 from Coliseum Operations Fund (9450), Business Development Organization (88559), Coliseum Project (S82600); and be it further

**RESOLVED:** That all documents related to these contracts shall be reviewed and approved by the Agency Counsel prior to execution and copies will be placed on file with the Agency Secretary.

IN AGENCY, OAKLAND, CALIFORNIA, \_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES - BRUNNER, KERNIGHAN, NADEL, QUAN, BROOKS, REID, CHANG, AND  
CHAIRPERSON DE LA FUENTE

NOES -

ABSENT -

ABSTENTION -

ATTEST:

\_\_\_\_\_  
LATONDA SIMMONS  
Secretary of the Redevelopment Agency  
of the City of Oakland, California